

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

Vol. LXXVIII

NEW YORK, JANUARY 4, 1912

No. 1



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JAN 8 1912
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The most serious drawback with many a business man is the fact that others do not really know what he has or what he is doing.

To impart this knowledge seems so difficult and expensive—the response is so slow and uncertain, that he is apt to be deterred from making the attempt. Nevertheless, the great commercial successes of the day are made by advertising.

Those who wish to dwell upon the limitations of advertising will find us well informed. Those who wish to move ahead, avoiding errors as far as possible, will find us well-prepared.

1912: will see a lot of better advertising.
Will it see yours? Will we see you?
Will you see us?

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST

"Put it up to men who know your market"



A certain manufacturer of an old established line had experimented in national advertising and became discouraged. He sold to commission merchants who sold to jobbers, who sold to retailers, who sold to consumers. He seemed so far away from his retail results. He stopped. Then a year or so later, he "put it up to a man who knew his market." Some study, backed up by FEDERAL experience finally evolved a plan that eliminated the distance, secured the interest of commission man and jobber, and won the active and continuous co-operation of the merchant. If you think your distribution is too complex to permit profitable advertising, you will be interested in going into these details and seeing the advertisements that overcame the obstacles.

Again we say, the final results of the campaign must be secured in the retail store. There's the real battleground. Work *with* the retailer and he'll work *for* you. But you must know how to work with him. A FEDERAL plan of advertising never overlooks this most important point. FEDERAL'S clients do not complain about faulty distribution. They know the way to correct the faults in advance of the advertising.

The typographical department of FEDERAL is earning some flattering commendations from the critical. A recent mail series for a woolen manufacturer included a "sampling" number which showed the goods like a real live salesman and produced the orders in the same way. Would you like to see it?

Another idea of FEDERAL'S that is becoming more and more

popular is the Demonstration Show Card. The purpose of such a card is not merely decorative, but to display the merchandise in such a way that the casual shopper stops, examines and buys. Such details are all important in putting the goods over the counter after the advertising has got them behind it.

This month's sample shows how it is possible to make underwear advertising both cheerful and attractive. The photographs are alive and handled with the right regard to refinement. Compare this to some of the prevalent underwear advertising and you will observe the FEDERAL difference, as shown in our Art Department.

Delightfully Comfortable—Luxuriously Warm!

You can't buy underwear of more warmth, comfort and durability than you get in VELLASTIC. Nor can you buy underwear of more refinement, better workmanship and appearance, at a moderate price. For all that can be desired in Winter underwear, is contained in

VELLASTIC

Ribbed, Fleece-Lined Underwear.

VELLASTIC is just what the times temptingly demand—warm, soft, elastic. It is made of a special ribbed knit. Ribbed for elasticity and strength. It is finished by American quality and durable fabrics. Because of the quality of the VELLASTIC fabric, the heat of your body keeps you all time in good state and comfort. The VELLASTIC is beautiful and sanitary. And has the advantage of being the strongest and most durable of underwear.

For Men, Women and Children

VELLASTIC is the ideal underwear for the whole family. Though modest weight, it contains the warmth of a heavy, flannel underwear. It is one of the most popular of the famous "Hugoboss" underwear. It is a perfect example of the art of underwear making in every quality and requires no further praise.

UTICA KNITTING CO., UTICA, N. Y.

Makers of the "Hugoboss" Underwear—Ribbed, Fleece-Lined, Elastic, Warm, Soft, and Durable. Also, the famous "Hugoboss" underwear, which is the most popular of the famous "Hugoboss" underwear. Look for the "Hugoboss" mark on all VELLASTIC underwear.

If you want to start something new, write

Federal Advertising Agency
243-249 West 39th Street, New York

659,105
P31
y 78

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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VOL. LXXVIII. NEW YORK, JANUARY 4, 1912.

No. 1

A HOUSE POLICY THAT KEEPS OFF THE ROCKS

RULE O' THUMB PROCEDURE THAT
TAKES TOO LITTLE ACCOUNT OF
THE HUMAN EQUATION IN THE
TRADE IS DANGEROUS—A VISIT OF
A PRESIDENT TO CANADA THAT
UNCOVERED A CRITICAL SITUATION
—WHEN A POLICY IS "GOOD AD-
VERTISING"

By Frederick W. Nash,

Advertising Manager of B. Fischer &
Co. (Hotel Astor Coffee), New York.

A successful business "principle" or "policy" is so often referred to as "good advertising," or *vice versa*, that it is rather difficult nowadays to determine just where merchandising leaves off and advertising begins. An analysis of the so-called great modern advertising successes soon uncovers their foundation of business strategy, original ideas, or natural advantages.

Individual and personal force seem just as effective as ever, even under the handicap of operation in corporate channels; for when a business gets too big to take the distinctively human and down-to-earth view of its daily problems, there is rarely a healthy and normal progress,—witness a few up-to-the-minute examples of certain large and reputed wealthy and powerful organizations now having difficulty in holding themselves together.

That the chief apparent cause of their distress is a political rather than an economic law does not alter the principle or fact; for even the worst of political expedients are but the expressions of human nature on a large scale, and one of the prime requirements for permanent business success has always been ability to under-

stand "human nature" and use it for advancement.

A certain great manufacturing and selling corporation recently discovered that its business was merely "marking time"—just barely holding its own, and not progressing steadily as in former years when under the personal control of the man who created it. The goods were as good as ever—even better; its advertising more extensive and handled in improved style. All sorts of helps were offered to the retailer to interest him in pushing the line, but he refused to be enthused. On the contrary, he became antagonistic and largely nullified the effect of the advertising, whereas he had previously been friendly, or, at worst, indifferent.

Investigation by a practical and experienced salesman soon disclosed the trouble. With gradually increasing manufacturing costs, new wholesale and retail price schedules had been made without consideration of the new conditions under which the dealer operated. The company had given much thought to maintaining the attractiveness of its goods to consumers at the popular and standardized prices,—even changing many sizes and styles to do so,—but while taking care of its own advancing costs and net profits, it had overlooked entirely the similar increased cost of operation by its distributors, and had taken it for granted that the old margin, or even a smaller one in some instances, would continue satisfactory to the retailer.

Not only did this mistake in "policy" cost the company much business, but a great opportunity for winning better trade co-operation was missed at a critical period, and many thousands of dollars have since been expended in advertising to repair this damage

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and to accomplish what could have been obtained free by a "right policy" at the outset.

A similar mistake was barely avoided by another large concern, through the watchfulness of its president, who happened by accident or design to be traveling in Canada at a time when his company was about to transfer its Canadian business to a newly built Canadian factory. The change involved a saving of some thirty per cent in duty previously paid on the goods when imported from the American factories. The distribution had been handled by jobbing agents on sales made by the manufacturer's own salesmen. Arrangements were under way to take care of these jobbing agents by price adjustments and allowances on all old goods in stock so that they could move them at the new prices and without loss.

However, no consideration was being planned for the retailer, who was also more or less stocked up with the old "duty-paid" line, and would have to maintain a higher retail price than his competitors who bought new goods, or else suffer actual loss on his stock. Naturally, the dealers expressed their feelings to the company's salesmen, and when one of his Canadian salesmen told the tale of woe to "the old man," it did not take the visiting president long to see through the hole in the grindstone. He wired headquarters to hold up Canadian affairs until he could confer with the management and came home at once.

On arrival, he called those responsible into his private office and gave them a "piece of his mind" on what he called "snap judgment action in an important matter." Sending for a young executive of the sales department in whom he had confidence, the president assumed personal control of the situation and directed this young man, as his representative, to go over into Canada and straighten out matters along practical business lines with due consideration for the friendship of all customers of the house, whether jobbers or retailers.

A convention of the Canadian

salesmen was called at a central point, and instructions given them to allow every dealer with the old goods on his shelves an amount equal to one-half the difference between the old and new trade prices, which enabled him to sell the old stock at the new retail prices and still make a small profit. The adjustment was a clean cash allowance and remittance was made promptly by check or money order on condition that the dealer re-marked his stock with the new retail prices at once.

This not only cleared the way for a greatly increased business on the new basis, but at a comparatively small cost created such an improved spirit of co-operation with the retailer that the necessary expenditure was charged to advertising and considered "good advertising."

WANAMAKER'S ATTITUDE

When John Wanamaker announced some years ago his then somewhat startling "policy" of "goods returnable at 100 cents on the dollar whenever anything bought at my store proves unsatisfactory," it was called "good advertising."

A recently published announcement in the New York newspapers concerning the advance in price of "Hotel Astor Coffee" as a necessary action in order to maintain its original standard of quality under present coffee-market conditions, was clearly a statement of the "merchandising policy" of B. Fischer & Co., its importers, yet this was considered "an advertisement."

By resolving this problem to the nth power it appears that a policy which attracts business is good advertising, whether published or just practiced, but certainly more effective if widely known.

One of the matters with business,—too much of it, at least,—has been the lack of a policy which would stand the light of publicity and be "good advertising." Also, many reputed advertising failures have really been merchandising failures. Until a definite business policy has been thought out, tried, and found ef-

The Farm World Poultry Annual reaches farmers who make chickens pay

Making money with chickens is just like running the rest of the farm. Apply brains along with physical work and the result is fat chickens instead of disastrous experience with pip and roup—and the same as regards big yields of corn and wheat instead of weeds.

Only a small percentage of farmers get the fat chickens and grain—the live fellows who run farms with the same enthusiasm a manufacturer or merchant puts into his vocation.



The **Farm World Poultry Annual** will reach 200,000 of the fat-chicken raisers living in every section of the United States. This big number will be filled with the latest poultry news by a score of national authorities on practical chicken raisers.

Every advertiser who wants to get the attention of the farmer's entire family will use space in the **Poultry Annual**. Remember, the women folks have a hand in raising chickens.

The advertising forms for **The Farm World Poultry Annual** close promptly on January 20. Write us direct or instruct your agent to reserve space now.

The Farm World
30 N. Dearborn St., Chicago

Eastern Advertising Office

Flat Iron Bldg., New York

fective as well as sound, advertising of any kind is more or less of a "pure gamble."

On the other hand, with a proper foundation of merchandising experience, plus adequate equipment, capital, and something worth advertising, the appropriation for this purpose is as "gilt-edged" an investment as the best securities any one can name, —but the trouble is that it is too often expected to do the whole job.

CITY WOULD SHARE IN RECEIPTS OF CAR ADVERTISING

Payment to the city of Chicago of 55 per cent. of the receipts derived from advertising in steam and elevated railroad cars using the streets has been recommended by a subcommittee of the council judiciary committee. An ordinance was ordered drafted covering the subject.

Several weeks ago a subcommittee, consisting of Aldermen Murray, Mahoney and Fick, was appointed to investigate the subject. An opinion was obtained from Assistant Corporation Counsel Gettys that the city had a right to a share of the receipts on the elevated lines as well as on the surface lines. The ordinance when drafted will be reported to the judiciary committee.

A. P. JOHNSON BECOMES A PUBLISHER

A. P. Johnson, for the last five years advertising manager of the Chicago *Record-Herald*, has purchased the *Grand Rapids News* and will take charge of the property January 1. The paper, which is an afternoon daily, is the oldest in Western Michigan, having been conducted as a daily since 1863. Mr. Johnson started his career as a newspaper man in Minneapolis at the close of the Spanish-American war, and worked through all positions, both in the news and business departments of the *Minneapolis Tribune*. He afterwards became business manager of the *Minneapolis Times* and later was advertising manager of the *Milwaukee Sentinel*.

CHICAGO'S FRAUDULENT ADVERTISER FREE OF CONTEMPT CHARGE

The charge of contempt against Louis Vehon, the clothing dealer of Chicago who was cited by Judge Landis of the United States District Court for falsely advertising a sale of the stock of a bankrupt clothing concern, was dismissed December 26. Vehon satisfied the Court that he had removed all signs referring to the alleged "sale," and had withdrawn the advertising. He was permitted to proceed with his business.

THE BOOKLET THAT CARRIES ITS MESSAGE FARTHEST

THIS FORM OF EDUCATIONAL EFFORT MOST SUCCESSFUL WHEN READER IS LEFT TO SUPPLY THE ADVERTISING VALUES—THE ROCK THAT WRECKS MANY A BOOKLET WRITER—SOMETHING ABOUT THE IDEAS THAT GO INTO THE INTERNATIONAL HARVESTER COMPANY'S SERIES

By Edwin L. Barker,

Of the International Harvester Company of America, Chicago.

[EDITORIAL NOTE.—Mr. Barker is the writer of "The Story of Bread," one of the International Harvester Company's battery of booklets, which has scored an unusual success. The manner in which most of the conventional considerations of booklet writing were ignored led PRINTERS' INK to ask the author to indicate his viewpoint for publication.]

The writer of booklets should mix into his ink a little of the story-teller's art, and should point his pen with imagination. A dash of the playwright's power of suggestion will not come amiss. About the only difference between the writer of booklets and the writer of short stories is that the booklet writer draws a salary.

And then, above all things, don't forget to keep advertising in the background—so far in the background that it is out of sight. The art of booklet writing is to have the reader supply the advertising values. If the writer supplies them, they are lost.

Pushing advertising to the fore has ruined many an otherwise good booklet. They are like the old patent medicine stories which used to appear in the newspapers. These stories, you remember, were interesting, and they carried the reader briskly along until near the end. Then the ad part stuck out like a beauty patch on a woman's complexion, and the reader muttered something under his breath and threw the paper at the canary bird. The next time he looked near the end first, and the stories ceased to be read.

The main reason why so much advertising, or publicity, matter is tossed into the waste basket un-

RUBBERNECKING AT BEACHEY.

A
50,000
CROWD
WATCHING
MAN
FLYER



GETTING
READY
TO
LAND.

Wisconsin State Fair MILWAUKEE
SEPT. 12-16-1911.

Gentlemen—Look Close—Here is the New State Fair

It's only a small picture but has a big significance.

It shows that the farmer you knew as a boy has gone forever.

The farmer typified by the "Old Homestead," "The County Fair" and similar plays has been replaced by a business man who farms scientifically.

He keeps a card index cost system. He knows what each acre of land costs to till and what it produced.

He knows what each cow costs to feed and what she produced and he "lops off" the non-producers.

This is the class of Farmer who subscribes to

The Wisconsin Agriculturist

Over 60,000 now pay for it in advance—and a large proportion subscribe for 5 and 10 years to come, paying by personal check.

Our editorial work has played a big part in their prosperity. We have been and are a clearing house of farm knowledge and experience.

We have taught the farmer the need of knowing his costs and the way of lessening them.

We have kept him posted on new methods for bigger production and better profits.

If you have anything which should be bought and used by such farmers, the Wisconsin Agriculturist will sell it for you.

The rates run under the accepted half a cent a line per thousand.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

read is not for the want of interest, but because people have been fooled so many times.

To-day we are resorting to all sorts of schemes to get people who are really interested in our stuff to take it out of the envelopes and read it. When we ad-and-publicity-men think less of the advertising and more of the educational side of our subjects, then will we increase the number of our readers. We buy things not so much because they are advertised, but because we have been educated up to them. The book-

the thought for which the manager is spending money, should be held back, held back, held back, and then, at last, tucked in between the lines. Oh, don't worry about the people who are to read the booklet. They'll get the big thought, or the moral, or whatever it is (if it's there)—never fear.

Strickland Gillilan once told me that in his "Off agin, on agin, gone agin, Finnegan," there is a moral. I knew this long before he told me, and so do you, and so did Gillilan when he wrote it.

But he so loved this moral, was so anxious to have the reader get it, that he was afraid to put it on paper. We find this true of many good plays, and great is the playwright who can leave his moral for the audience to work out on its way home. And so it is with the story. Dickens did not say England was infested with terrible schools which ought to be put out of business. Oh, no, he was too wise for that. The English might have resented the imputation. He simply wrote "Nicholas Nickelby," and the people did the rest.

Am I soaring too high in the clouds of literature? I hardly think so. For if advertising and publicity—or the booklet, if you please—if this is not the liveliest kind of literature, it ought to be.

With these thoughts in mind, let me say that the International Harvester Company of America is a firm believer in the advertising which is first and last, and above all else, educational, which suggests rather than states, which leads rather than drives. Each year the International Company sends broadcast several booklets of an educational nature.

The real object of these booklets is to tell something that never before has been told. Or, to make the same statement in other

THE STORY OF BREAD

Is—well, it is black bread. True, true, it soothes the stomach and adds strength to the body. But white bread does all this and more. It whets the brain to a keen edge of "get-up-and-get"—"twentieth century hustle," and "initiative." Without wheat we would quickly go to seed, just as China has.

In measuring the long strides taken by the American people during the last half or three-quarters of a century, one should not forget to figure in plenty of good wheat bread.

Many a globe trotter has given testimony to the excellence of American bread. You may remember the one who, basking in riches on the other side of the world, offered a hundred dollars in gold for a single loaf. But, alas, there were no loaves. Later he touched home shores, where plenty of bread was to be had for a nickel, but again, alas, and also, alas—he didn't have the nickel.

It was in the United States that wheat raising received its mighty impetus, for it was here the practical reaper was invented and perfected, which made great wheat crops possible, and cheap bread sure.

So why shouldn't we be great wheat eaters? The average amount of wheat eaten by every person in the United States is about five bushels a year. This, passed through the mill, comes out a barrel of flour, and then turned over to the baker is worked up into about two hundred and fifty loaves.

An Englishman traveling in this country at the



A PAGE FROM "THE STORY OF BREAD"

let is—or it ought to be—an educator, and for this reason, when we take up the task of preparation, advertising should be put out of the room and the door locked.

WHERE BOOKLET WRITERS GO WRONG

The trouble—if so small a thing as a booklet can boast of a trouble—is that too many good writers feel the pinch of advertising instead of the importance of their story. The big thought,

Chronicles of New England

Jan. 4, 1912

By H. B. HUMPHREY

Optimism for New England

THROUGHOUT the twenty-five years that I have been in the advertising business, I have been an interested student of New England and an optimist in regard to her industrial life.

Some who read this will remember "Humphrey's Journal," a house organ in print eight years ago. It was full of this spirit of optimism and was about six years ahead of the times, for it certainly got deep down to the root of the now much agitated New England "renaissance." Some day I may reprint some parts of "Humphrey's Journal." Meanwhile, if you will follow me as time goes on I think I shall make New England mightily interesting to you.

The states that have given the nation and the world the types of men who have represented New England in every walk and in every period of North American history are worth your study from an industrial point of view. You need to realize, first of all, two things—the amazing promise of the New England market, and the equally wonderful achievements and possibilities in New England made goods.

What are the forces for advancement at work today in New England? I am convinced they are **basic** and **constructive**, and I hope to analyze them for you in order to show that I have the courage of my convictions.

If it seems reasonable to you that a group of men born and bred in New England and realizing the New England temperament from intimate association and contact would know conditions as they are, you will see why I am entitled to call this company "The Logical Agency." We can help you solve the problem of the New England market.



H. B. HUMPHREY CO., BOSTON

"The Logical Advertising Agency"

First and



MORE than a

1,526,184

Separate

Printed in THE NEW YORK WORLD

(MORNING AND EVENING EDITIONS)

MORE Than HALF A MILLION MORE

Number of Separate Advertisements Printed in THE NEW YORK WORLD and New York Herald for the past Ten Years

	N. Y. World	N. Y. HERALD The Next Greatest Advertising Medium to the World.
1902.....	908,938	1,041,199
1903.....	929,981	1,091,422
1904.....	928,643	1,125,877
1905.....	1,134,959	1,133,788
1906.....	1,397,245	1,164,579
1907.....	1,405,032	1,112,285
1908.....	1,200,873	1,031,979
1909.....	1,415,097	1,023,617
1910.....	1,546,897	959,406
1911.....	1,526,184	915,226

NOTE—That for seven successive years THE NEW YORK WORLD has printed over a million advertisements each year.

Comparison is made with The New York Herald, as no other New York newspaper prints **EVEN HALF AS MANY ADVERTISEMENTS AS THE NEW YORK WORLD.**

Far Ahead!

a Million and a Half

1,526,184

ate Advertisements

NEW YORK WORLD During the Year 1911

(INCLUDING SUNDAY EDITIONS ONLY)

MORE than Any Other New York Newspaper

How the New York Herald formerly led the NEW YORK
WORLD and how the WORLD now leads

	N. Y. HERALD'S Lead over the World	N. Y. WORLD'S Lead over the Herald
1902.....	132,261
1903.....	161,441
1904.....	197,234
1905.....	1,171
1906.....	232,666
1907.....	292,747
1908.....	168,894 (Panic Year)
1909.....	391,480
1910.....	587,491
1911.....	610,958

NOTE—That for seven successive years THE NEW YORK WORLD
has printed more advertisements than The New York Herald.

THE NEW YORK WORLD'S net lead over its nearest competitor in
the number of advertisements printed during the past ten years is
1,794,471.

words, the object is to put forth in interesting form information of value.

One day at luncheon it was suggested that bread is now so cheap that restaurants and hotels forget to charge for it—a long step from the time when bread was a luxury, and only the rich could

2. The story, the struggle of the ages for cheap bread, must be the big thought.

3. For fear conservatives may think the object is advertising, there must be kept out of the story as long as possible even the names of inventors of harvesting and other farm machines. It is

true that these men made cheap bread possible, and it is also true that either directly or indirectly their genius laid the foundation of the International Company, but this must not be told. Possibly it can be suggested, but the reader must be made to collaborate with the writer to the extent of filling in any idea which points to the International.

4. The story is to be read by boys and girls, also by their parents and grand-

parents. Therefore, it must be simple and direct, and be universal in its appeal.

5. The subject—one of struggle—groping in the dark—is more or less gloomy. But the story must contain no thought of gloom. It must be strong, even dramatic at times, with a gentle breeze of uplift and better days ahead waiting all the while.

How far we succeeded in following these guide posts must be left to the judgment of those who read the story.

"The Story of Bread" is yet young in its circulation, but there are signs of accomplishing the object for which we worked. Last month, in Kentucky, a teacher invited me to hear him read the story to his school. At the Chicago Land Show a teacher carried home an armful of booklets. Among these was "The Story of Bread." Immediately she asked if it were possible to secure copies for her pupils. Already several thousand of the booklets have been sent on

(Continued on page 76.)



"ATMOSPHERE" SCENE USED AS FRONT AND BACK COVER

have it on their tables at every meal.

"Ah, a thought," thought I; and I reached for my notebook.

A few days later I read the statement of a college professor, in which he said that one of the crying needs of the schools is for stories dealing with the importance of agriculture—stories from which young men and women may be given a more thorough appreciation of the struggles that finally have resulted in plenty to eat.

So we put one and one together—the luncheon thought and the words of the professor—and M. R. D. Owings, advertising manager, quickly O.K.'d what was to be "The Story of Bread."

Before I went data hunting, or really thought much about the story itself, we stood in a row these guide posts:

1. There must be no suggestion of advertising. The fact that the booklet is sent out by the International Harvester Company of America is direct advertising a-plenty.

We believe
that every time The
Youth's Companion
enters a home it does
that home a genuine
service.

*The Companion Desk Calendar for the
business man is in great demand, and
we shall be pleased to present one to any
reader of this advertisement upon request.*

PERRY MASON COMPANY, PUBLISHERS,
BOSTON, MASSACHUSETTS.

New York Office:
910 Flatiron Building.

Chicago Office:
122 South Michigan Boulevard.

Sunday Magazines

There are now Four Sunday Magazines in the Field—all strong and effective advertising mediums. No National Advertiser can now overlook this class of Publications. Together, they offer about *six million circulation per issue* in definite territory.

THE ILLUSTRATED SUNDAY MAGAZINE

HAS MADE PARTICULARLY GOOD

***Gained in volume of advertising
(over 1911) over 14,000 lines of copy
gains made by any other Sunday Magazine***

Established nearly six years ago, the ILLUSTRATED SUNDAY MAGAZINE has shown steady and consistent increases each year. Both in and around nineteen large distributing centers, the demand for the magazine is increasing. It has done so for other advertising mediums.

PAUL BLISS

Boston

New York

and their Progress

In spite of the fact that advertising for the majority of Magazines during the past year has not been particularly good, *the Sunday Magazines have all increased in volume* over the previous year, which is evidence that these Publications have found their place and are appreciated by Advertisers and Advertising Agents

EDSUNDAY MAGAZINE

LARL GOOD PROGRESS, HAVING

*of advertising during 1912,
ine more space than the
the Sunday magazine*

ILLUSTRATED SUNDAY MAGAZINE has shown
n year both in circulation and in advertising.

Y MAGAZINE concentrates over 1,100,000 circulation.
Contributing centers. It can create consumer demand and
for other advertisers. It can do so for you.

AUBLOCK, Inc.

New York

Chicago

Friends:—

This is our earnest wish for you.

May the year of Nineteen Hundred and Twelve be the best year you have yet experienced; and, then, may it be the least good among all the splendid years to come.

**Painted Display
Advertising Association
United States and Canada**

Thos. Cusack Company
CHICAGO NEW YORK

**Clearing House and
National Sales Dept.**

FAMOUS HEADLINES THAT LANDED THE ORDERS

AMERICAN PUBLIC EDUCATED TO HEADLINES—THEY ARE THE POINT OF ATTACK IN THE BATTLE—HEADLINE-MAKING AND THE RULES THAT GOVERN IT

By W. W. Garrison,

Of the Hudson Motor Car Company;
formerly member of Copy Staff of
Lord & Thomas.

"Head-less" advertising copy isn't written actually to land orders, despite the fact that that must always be the basic idea of the man higher up.

You have seen flabby, headless, platitudinous copy that made you wonder at the nerve of the man who spent real coin of the realm for the white space it occupied. The thought, "general publicity," flitted through your mind and you let it go at that. Such copy is the result of one of two things: An effort to create an advertising atmosphere—or a brazen attempt to dodge the main issue, *orders*, by hiding behind the "general publicity" bromide. In justice to the big idea, "get the business," neither excuse is valid.

The American public is educated to headlines. Their newspapers, their magazines—everything they read—first gives them in a nutshell the meat of the story. That fails to sell them on the story, or wins their interest in accordance with their natural inclinations toward the especial topic.

The same with advertising copy.

The headline is the point of attack in the battle for orders. When the copywriter has his headline built, his advertisement is seventy-five per cent done; for then he has found the basis on which to construct the ad. The mere execution of the idea reflected by the headline is of minor consequence to the copywriter who is sincerely after orders.

Whole businesses have been built on the foundation furnished by a good headline.

Years ago an advertising solicitor went to the maker of a device for deaf persons. The solicitor was to furnish a new piece of

mail-order copy for this advertiser. If the copy brought results, there was a large piece of business in it for him. Former copy had been pulling fairly well, but it was not entirely satisfactory to the ambitious advertiser. He wanted inquiries under one dollar each.

The solicitor went back to his agency and put the best man in the place at work on the problem. The copy writer dug, dug, dug for three weeks. Several hundred pieces of copy were torn up before he was satisfied he had the right one.

It was presented to the advertiser, who O.K'd it without comment. It was tried out in a few mediums first. It pulled consistently. Inquiry cost dropped to thirty-four cents. At once it went into the concern's entire list. Its size was only three inches. Within a year it had quadrupled the business of the manufacturer. The headline was the basis for the entire copy. It was: "*The Deaf Now Hear Whispers.*"

WHAT MADE THIS HEADLINE FAMOUS

That headline became famous. For many years that powerful little piece of copy has been working at the same consistent pace that marked its first year's performance.

Analyze it. In the first place the headline is short enough to be taken in at a glance of the eye. It was arranged in two lines—a step-head. You know that the eye grasps but four words at a single glance. There were three short words on each line.

In the second place the headline is news. Third, it attracts the natural market at which it is aimed—the deaf people. The word "deaf" does that. Fourth, it administers a positive shock to the mind of the deaf man or woman reading it. For they probably haven't heard a whisper in many, many years.

That headline is one of the advertising fraternity's masterpieces. Not on looks, but on the actual orders that resulted from it.

A Chicago medical house was

having considerable difficulty some years ago with its advertising. It apparently was producing only mediocre results. The headline was "Cold Feet" in black Gothic type. It was planned along logical lines. The ad meant to attract people who were bothered with cold feet.

Somehow that copy didn't attract very well. An agency man suggested changing the word "cold" to "warm." It was done as an experiment. Not another word in the ad was changed.

In a twinkling the copy began landing the orders. To people with cold feet there was a lure in the words "warm feet" and the ad so headed brought back their orders. The same copy, with the same headline, is running to-day. Probably you've noticed it. In the business of the firm whose name is signed at the bottom of that ad, the change of a single word marked a milestone.

That headline, too, is famous.

SOME OTHER FAMOUS HEADLINES

The Pompeian Massage Cream people know that their headline, "*Don't Envy a Good Complexion; Use Pompeian and Have One,*" has probably sold more of their product for them than any other headline that was ever used as the caption for their advertisements. It is built on an entirely different basis than the two famous headlines recorded above, but its suggestiveness that this cream makes a good complexion a certainty is responsible.

The Pennsylvania Special, the eighteen-hour train between New York and Chicago, has an advantage in the fact that it is the shortest line between Chicago and New York and covers the distance in the standard time of eighteen hours. Its competitor, naturally, has to go faster, for it runs a longer distance to get to the same point.

The advantage was a big one to many of the traveling public. So an advertisement, that was used a great deal, was built on that fact. It had for its headline, "*The Low-Speed Fast Train to New York.*" and it is known to have produced the business. It

gave the advantage of low speed and still reached its destination in the best time made between the two cities.

Another famous headline is that of the Fuller & Johnson Engine Company. This concern appreciated that the biggest field, among farmers, for gas engines lay in persuading farmers to own an engine rather than basing its advertising copy solely on its product's superiority.

In other words more farmers still pump their own water than own gas engines. It was the bigger class they were after. Their proposition was crystallized in this headline:

"Don't BE a Pump! BUY One!"

And it pulled across the orders, backed up as it was by a line of copy that was tied securely to the headline. It was so appropriate that shortly after its appearance an adding machine manufacturer besought proprietors of businesses in this way:

"Don't BE an Adding Machine! BUY One!"

This ought to have gone strong with the bookkeeper, whose job is to do the adding—but the proprietor who shuffles it off onto the bookkeeper wasn't likely to be so squarely hit by it. And he is the man who pays for the adding machine. The bookkeeper, who is appealed to, of course, doesn't have much to say about buying an adding machine.

A land concern some years ago sprang a headline that will be remembered in advertising circles for years. The ad was aimed at the great army of men who are always inclined to buy land as an investment, but never get around to it. They usually see their lost opportunities pile up profits for someone else.

At this class the land advertiser aimed and this headline became famous:

"Your Hindsight Is the Big Man's Foresight."

The copy below the headline ripped wide holes in the investment policies of this class of readers. And it proved its point well.

The result was an overwhelm-

ing avalanche of orders for this particular tract of land. The buyers calculated they would exchange their hindsight for foresight. And they bought. It is said to have been the most productive idea used in many years in land advertising.

The headline, "*Fighting the Trust*," that the Burlington Watch Company, of Chicago, has been using for several years, is said to be the most successful headline that has ever been used in the mail-order jewelry business to sell a like line of goods.

In view of the fact that the public is unalterably opposed to trusts, this is a popular way to drop into the business of selling a commodity. This idea, the foundation for which is suggested in the headline, is, on good authority, said to have been the cause of at least one watch advertiser having to give up the fight for mail-order business. The Burlington people were apparently getting the bulk of it, so effective was the headline and the idea the copy draws from it.

Professor Dixon, the Chicago memory teacher, is successful in the business of persuading people to learn how to keep in their minds the things they learn. His advertising is known to be paying him splendid dividends.

The headline, which reflects his whole course and which is followed up well in his advertising copy, is:

"Stop Forgetting."

It echoes the central idea behind the course he is selling and it is so displayed that it hits the eye in the semblance of a command. That headline is famous, for it has been steadily used for several years. It is a big asset of the business of Professor Dixon.

The Durham-Duplex Safety Razor allows a man to shave the same as he does with the old-style long-blade razor. With the razor business impressed with the wonderful salability of the short-blade safety razor, it looked like a problem for the Durham-Duplex people to "put over" the old-style razor with a guard on it.

"Going Strong"

It doesn't mean much to be twenty-five years old if you still have to count on your fingers.

But if in twenty-five years you have grown to full and vigorous strength, have achieved a national reputation and are enjoying a well-earned prosperity—

Then the future invites.

The Ladies' World has just turned twenty-five and her future is bright.

THE

LADIES' WORLD

NEW YORK

But the older product had a single advantage. That advantage was crystallized in this headline:

"The Correct Diagonal Stroke."

Opposite the headline was shown a face with a diagonal sweep of white across it, where the shaver had drawn the razor down his face as was the custom with the old-time razor.

This attracted the self-shavers. The desire for the correct diagonal stroke, in addition to the extra advantage of safety in shaving, pulled across the orders for the manufacturers and the campaign is accounted a great advertising success.

In the hardware trade, which felt the stress of that campaign based on the thought expressed in that headline, the words the "Correct Diagonal Stroke" are famous. It is known they produce barrels of sales.

SOME VITAL RULES IN HEADLINE MAKING

There are some vital rules covering headlines—rules that are believed by many successful advertising writers to be the straight road to success in advertising, other conditions being equal.

One of them is always to make the headline *news* to the man reading it. This is a certain creator of attention.

Another is to make the headline reflect the central idea behind the product.

The headline is the sole means of attracting the correct market. A word in the headline or a picture beside it must catch the audience to which the product might be sold. It is useless to appeal to anyone not in the market for the goods. If there is no market and one must be created then the headline must attract the likely classes that may be induced to purchase this type of goods.

To be optically correct, no one line of a headline should have more than four words. The human eye can grasp but four words at a single glance. And that is the only *first* consideration the reader gives an ad until

actual interest has been aroused.

The type face must be easily legible. Discussion of this is a big subject by itself. Suffice it to say that upper and lower-case type is an absolute essential, for in its regular everyday reading the public sees more "cap-and-lower-case" lines than all-capital lines, and a line comprised of words all composed of capitals is hard to read, practically impossible to catch at a quick glance.

White space to the left of the headline, for about one to two inches, if the ad is ordinary size, is vital. It makes the headline stick out from its surroundings—in other words it allows the reader's line of vision to enter the ad without interruption from left to right, which is the way the eye travels as it reads. A headline close to a column rule and filling up the entire width of the ad will actually detract from the pulling power of an advertisement, because, in a sense, the theme of the ad is submerged. I have seen this worked out in actual practice.

The whole advertisement, to achieve maximum efficiency, should be built on the theme the headline suggests. The headline should administer a positive shock to the composite mind of the class it aims to attract. Then the copy immediately beneath the headline should be in perfect sequence to the headline, so that the idea that attracted the reader is carried out with force equal to the first words he or she saw.

And you will note that in one way or another the headline which does the biggest share of landing the orders, is built on sound advertising principles. It is built on an apparently *standardized* set of copy laws.

CAMPBELL WITH N. W. AYER & SON

J. M. Campbell, formerly advertising manager of Procter & Gamble, is now connected with the Philadelphia office of N. W. Ayer & Son.

Clarence W. Smith has joined the advertising staff of the W. D. Royce Co. weeklies, Chicago.

Behold The Crane Hook!



The Crane Hook is the emblem of strength, oneness of purpose, dependability and helpfulness.

No mean points of character there.

The Crane Hook, hanging just above the heads of other workers and travelling up and down and to and fro, can see their needs. It has no petty ambitions of its own nor waits for burdens to be laid upon it but goes to any work in which it can be of use and does it best.

And this was the thought when the Crane Hook was made the emblem of the Hill Publications—papers in ordinary to the men who *do things* in engineering lines—known to all and sundry as the Hill Publishing Company and doing a straight line of business in a tall building on a crooked lane in the City of New York, U. S. A., known to the postmen and police as 505 Pearl Street, and liable to receive mail and money if directed that way.

The Hill Publications have been builded upon a rock and stand four-square to the world upon some important matters. What those are shall be told herein from period to period—mostly weekly.

With all due modesty we say that the five Hill Publications are the best in their lines, are published weekly, and these are they:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 17,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 6,250.

These are the papers that make up the largest concern in the world publishing engineering magazines and which "renders service before and after the contract." Want details?

HILL PUBLISHING COMPANY

505 Pearl Street, New York

THE DUAL ROLE OF THE COPY WRITER

LITERARY ARTIST BY INHERITANCE,
SALESMAN BY TRAINING—TEMPERAMENTAL REPRESSION FIRST
LAW OF SUCCESSFUL COPY WRITING—HOW AD MAN TESTS EFFICIENCY IN COPY—STORY OF A
"WORD PAINTER."

By Desmond Cosgrave.

Copy Director of the Debevoise Company, New York.

A few weeks ago an advertising agency advertised an opening "for one of the five or six *really great* copy men who probably exist in this country." The advertiser inferred that the right man might be in an agency or he might be an advertising manager. Again—he *might be a newspaper man.*

Can you imagine John Wanamaker or Col. Patterson or Hugh Chalmers advertising for one of the six really great sales managers in this country and suggesting that this unusual man may be a monologist or a temperance lecturer or a professional after-dinner speaker?

The really great copy-writer—and I firmly believe there *are* five or six—is as distantly separated from the newspaper writer as is the professional speaker from the great sales manager. The only thing in common between the writer of advertising copy and the newspaper writer is the talent for writing. But, believe me, there the likeness ends.

Primarily the essential qualification of the copy writer of today is the ability to write and *write well*. But until he learns that his native talent is simply a vehicle for selling goods on paper he cannot hope to be classified as an advertising copy writer and get away with it. To be a really *great* copy writer one must be a *past master of the science of selling goods*. That such an unusual man is hiding his light under a newspaper—well, it's to laugh!

My experience in copy departments has taught me that it is the general impression that all a man requires in order to qualify as a copy writer is a facile pen. Out

of all the young men that have been recommended to me for positions, never have I known a person to endorse his candidate on the grounds of business ability. In each case it was, "He edited his paper in college," or "He writes awfully good stories or letters." Moreover, many capable newspaper writers have applied to me for positions as copy writers believing that their ability to "sling English" equipped them for highly paid positions in an advertising agency.

When I say that advertising copy writers are made, not born, I know that I have the support of practically every experienced copy man.

Fundamentally, the man with the talent for writing is not commercially constituted. His logical sphere—should he desire to live by his writing—is the publication field. Because on a newspaper or magazine he may give full swing to his creative faculties. Journalists, like story writers and playwrights, exercise their powers for the stimulation, instruction and entertainment of the public. On the other hand, the copy writer is a business man pure and simple. Though temperamentally a creative artist, he adapts his talent to the uses of business when he begins to write advertising copy. Yet the fact remains that when a green man gets a job at a copy desk the idea that he is a salesman seems never to enter his head. The moment he puts pen to paper his literary instincts come rushing to the surface. That is only natural, since he is a writer by inheritance and a salesman by choice or by necessity—not by mental endowments.

RHETORIC AND SALESMANSHIP ON PAPER

Imagine, if you can, a lad fresh from college or a newspaper writer sitting down at an advertising copy desk and making a mental picture of the possible consumer for the goods he has to sell. Imagine him digging out the salient selling points of his commodity and presenting them in their proper sequence—and with the

force and conviction necessary to awaken desire. Imagine the hundred and one things that only practical experience can teach being done by a youth who lacks everything essential to writing advertising copy save the ability to produce masterpieces of rhetoric.

However, if he is in the right kind of agency or copy department he will be quickly enlightened as to the purely commercial character of his work. In such an agency "classy" writing and word painting are strictly taboo.

On the other hand, if he has fallen in with so-called advertising men who are unable to discriminate between ad writing and salesmanship on paper, he has got to work out his own salvation. It's a mighty hopeful sign that so many misplaced copy writers have found themselves.

Every man who may be classed as a really great copy writer occasionally succumbs to the fascination of rekindling his latent literary spark. But as soon as he submits the finished ad to the final analysis of salesmanship in print, viz., "Would I say that to a customer were I selling the goods by word of mouth?" out go the flowers of speech and in goes the straight-from-the-shoulder selling talk.

One of the best copy writers in America to-day tests every advertisement he writes by sixteen tabulated copy laws thought out by himself in twenty years' actual writing experience. These copy laws are set in type and hang framed over his desk. If this man finds that the finished product does not fully meet these tests he destroys the ad and starts another. And his advertisements certainly do move goods. You would be surprised to see how much snap and ginger this man gets into his selling arguments without departing from his cut and dried formula.

Because this man's method has proven successful does not mean that other copy writers could follow a similar method with the same or any measure of success. It's a matter of instinct with the

The Standard Paper for Business Stationery—"Look for the Water-mark."

Stationery that Fits Your Business

There is a certain color, a certain size and a certain style of printing for your letterheads that harmonizes with the character of your business. Whether you sell art objects or manufacture brooms, there is one right kind of stationery and many wrong kinds.

**Old
Hampshire
Bond**

Ask us for the Old Hampshire Bond Book of Specimens. One style of printing, lithographing or engraving on white or one or the fourteen colors of Old Hampshire Bond, is sure to express exactly the feeling tone you desire for your stationery.



**Hampshire
Paper Company**
South Hadley Falls
Massachusetts

The only paper makers in the world making bond paper exclusively.

Made "A Little Better than Seems Necessary"—"Look for the Water-mark."

experienced copy man to grasp the salient selling point of a proposition before him. With this as a basis he can build up the supporting selling argument with all the enthusiasm and force that he feels. Whereas many a brilliant salesman-on-paper would fall down flat if he tried to adhere to a set of copy laws.

There is a certain word painter whom we all admire. So dominant is his literary ability, so far famed is he as an advertising writer that most of us, work as we will, can never hope to reach his pre-eminence. He writes the kind of advertisements that one reads with the keenest delight. People linger over his ads. They are tremendously impressed with his story. Yet in a test campaign I know of no big man that I would be less afraid to go up against than this famous advertisement writer. His copy does not sell goods. He lacks the strictly commercial ability to awaken desire for the thing he advertises. Don't think for a moment that this man has any mistaken ideas as to what constitutes good copy. Moreover, as a talking salesman he doubtless would be a wonder, so magnetic and clever is he. But as a salesman-on-paper he falls short because his rhetorical instinct is so much stronger than his selling instinct. He's a word painter.

Once I showed a famous exponent of salesmanship-on-paper a number of advertisements I had written for different advertisers. Much to my amazement and disappointment this man singled out as the best of the advertisements a rather ambitious bit of fine writing, which as a sales-producer had proven an utter failure. A mail-order ad that I wrote two years ago and which I believe is still pulling inquiries was unnoticed. And because this man is such a recognized authority on advertising copy I refrained from making the obvious comment.

Ambiguous as it may appear, experience has demonstrated to me that even the most practical business men—men who are unalterably opposed to anything

bordering on the "literary" or "highbrow" in their advertising copy—do not always recognize salesmanship-on-paper when they see it. Time and again I have seen different kinds of copy submitted to men of this type, and time and again I have known splendid examples of salesmanship-on-paper being rejected for ambitious attempts at word painting.

All of which goes to show that Arthur Brisbane—one of the most dominant editorial intellects of the day—knew what he was talking about when he said that in all the business of writing no man has such obstacles to overcome or difficult standards to live up to as the man who writes advertising copy.

UNIVERSITY TO INCREASE TRADE

The attention of PRINTERS' INK has been called to a unique ad that appeared in the *Westminster Gazette* of London, England. The ad recounts the purpose of presenting China with a University and calls upon readers of the paper for subscriptions to what it calls a "United Universities' Scheme." The University is to cost £250,000, one-half to be raised in England and half in America. The patrons are H. R. H. the Duke of Connaught, K. G. and His Excellency the Chinese Minister to Great Britain and a very distinguished list of names appear as trustees, but the "reasons why" England should make this present to China are of still greater interest than the names of the patrons or the titled trustees:

"Because it will advance our own as well as China's Commercial interests. We need fear nothing from China developing her resources and becoming rich. The richer she is the better her markets for England. Poverty means low purchasing power. Education develops resources and improves markets. Japan has advanced her education and in twelve years doubled her imports from England. If China can be taught to do likewise she offers a market of 400,000,000 people instead of the forty million of Japan."

ATLAS CLUB'S NEW OFFICERS

The annual election of officers at the Atlas Club, Chicago, was held on the stroke of noon, December 19, and resulted in the selection of the following: President, Robert G. Gould, of the Oxford Linen Mattress Company; Vice-President, Samuel T. Stewart, of the Stewart-Davis Advertising Agency; Secretary, Frank Wentworth, of the Shirley Press; Treasurer, E. T. Gundlach, President of the Gundlach Advertising Company.

Local Dealers Want Localized Advertising

There isn't an intelligent dealer in any big city who won't tell you, so far as he is concerned, but that he would prefer to see all manufactured articles advertised locally. He prefers this for many reasons. It brings new trade to his store and keeps up the interest with salespeople and customers in an unusual manner.

Every national campaign that aims for big sales in the larger cities should have set aside a certain portion of the appropriation for daily newspaper work.

A single appropriation for Indianapolis, Philadelphia, Montreal and Washington would be adequate to reach a great majority of buyers through the columns of these high grade home evening newspapers—THE INDIANAPOLIS NEWS, THE PHILADELPHIA BULLETIN, THE MONTREAL STAR, and THE WASHINGTON STAR.

Why not give the newspaper idea consideration in your 1912 campaign. I would like to talk with any manufacturer on this subject, and will be glad to submit economical plan covering the advertising of your products, if you are interested.

A little booklet on the subject of "Territorial Advertising" is just from the press. Mailed to any manufacturer on request. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York

PRECIPITATING DEMAND TO SHAKE OFF COM- PETITION

INTENSIVE ALCO TRUCK CAMPAIGN
AIMED TO SKIM CREAM OF BUSI-
NESS BEFORE PRODUCTION IS
SMOTHERED BY POPULARITY.—
USE OF TRANSPORTATION COST AC-
COUNTANTS TO SECURE DEMON-
STRATION ON DELIVERY ROUTES—
SOME UNUSUAL NEWSPAPER COPY

By C. H. Willard.

Up to date, the motor truck has been an engineering problem. It is only just beginning to be a selling proposition, but the change is developing fast.

Last July the advertising department of the American Locomotive Company was figuring that it would divide its appropriation equally between the motor cars and the motor trucks. That was the way it looked then. Six weeks later there were visible certain signs that made it advisable to push the truck end of the beam up to 60 per cent and let the car end down to forty. Now the percentages are standing at 75 and 25, and before the first of the year they may be 80 and 20.

That is a vivid picture of the speed with which the market for motor trucks is opening up. Five hundred per cent in Alco sales over the previous year and more inquiries from the advertising in the last thirty days than in the six previous years of motor truck experience are the story. All the straws point to a sudden and tremendous demand for commercial vehicles of this description. It is coming faster than even the manufacturers deemed possible.

According to Walter Wardrop, of the *Power Wagon*, there are in service in the United States at present a little more than 20,000 power wagons. A year from now there will probably be 45,000 machines in service. By the end of 1913 there will probably be 85,000 machines, valued at \$200,000,000 and by the end of 1915 some 200,000 machines, valued roughly at \$500,000,000.

That is a big market and the

American Locomotive Company is showing its appreciation of the fact by making what is claimed to be the largest advertising appropriation that has ever been spent to advertise motor trucks during a given period of time and by developing a selling plan that stands in a class by itself.

The motor truck problem is different from most selling problems. In a new industry demand often overtakes production, but it rarely finds as many as four hundred competitors striving to meet it, as in this industry. Of these, less than a dozen, perhaps less than half a dozen, are manufacturers of the first class, but many of the smaller ones may develop strength and get more than their present share unless the leaders show a grasp of the situation.

ALCO
Motor Truck

Did the Snow Stop Your Horses?

It Didn't Stop Alco Trucks

NEW YORK: It was snowing heavily when the first of the new trucks were delivered to the city. The trucks were not only able to get out, but they were also able to get in. The trucks were not only able to get out, but they were also able to get in. The trucks were not only able to get out, but they were also able to get in.

The American Locomotive Company, 1886 Broadway, New York

NEWSPAPER AD WORKED UP WHILE THE STORM WAITED

The strategy of the leaders, therefore, would seem to be to precipitate at once some of the demand now in solution, which naturally will come from the biggest prospects, and thus get their good will for re-orders as well as their names for prestige and advertising exploitation.

The sooner the demand is precipitated, the greater will be the advantages of those manufacturers whose plants already are large and whose resources for expanding them are ample. Within two or three years, probably, or five at the outside, all of the factories will be choked with orders, but the half a dozen leaders will then be adding to their facilities while the little fellows will be struggling with problems of manufacture and finance.

There is another element in the situation which favors the larger manufacturers. This is the fact that truck making is different from automobile manufacturing. Practically all of the parts to an automobile may be purchased in different factories and a complete machine assembled by an independent manufacturer. There is, however, hardly anything like an assembled truck to-day. Some of the minor parts can be purchased, but the motor, axles, and more important parts can only be manu-

factured to advantage in one's own plant.

The sooner, therefore, the demand comes, the greater advantages will the American Locomotive Company reap, with its capital of \$50,000,000, its large factory at Providence, ten locomotive plants and untold engineering and transportation experience.

The truck industry got a start in 1897, really before the motor car was put upon the market. The American company has been building trucks since 1905. It did not, however, begin to market them until three years later.

As a matter of fact, motor trucks are only beginning to be sold now. With a vast market confronting 400 manufacturers it would not do to make any serious mistakes.

SERVICE THE THEME OF THE
ADVERTISING

The selling campaign of the American Locomotive Company, therefore, which is being engi-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

neered by H. S. Houpt as sales manager and L. A. Van Patten as advertising manager, is thoroughly representative of the best in up-to-date methods.


It is being worked out on the basis of *service* and not of product. It is conceived as a problem rather for the prospective owner and user of the truck than for the manufacturer. All of the leading manufacturers may be trusted to furnish trucks that are above suspicion. The trucks will differ only in detail, each one presumably possessing advantages in some particular direction, so that after all it is a matter of taste as to which is chosen. Moreover any one of these or of a hundred other trucks would have advantages over the horse and wagon. If,

ALCO

Motor Trucks

62 per cent of all Alco Trucks in service are re-orders. Re-orders speak with eloquent emphasis. They are stronger than mere claims. They are powerful testimonials. They are the evidence—and evidence determines the verdict.

WILLIAM P. FELT
200 Main St., Hartford, Conn.



SMALL COPY OVER AGENT'S NAME

therefore, the business man is shown that the motor truck is a modern transportation development bound to replace horse transportation and that the wise merchant will seize the opportunity to cut his costs while he can, before the supply is suddenly smothered by demand, he will buy.

He is, in fact, waiting to buy. It just needs a nudge to push him over the deciding line. It is only a question of having all the facts to tell the story. In selling a pleasure car, facts and figures do

not count such a tremendous lot over personality and predilection. In the motor truck proposition they are everything.

So the American Locomotive Company felt that they were doing a fine and logical thing when they secured W. P. Kennedy, one of the best known transportation cost analysts, to provide the facts and figures that have a bearing on the relative merits of horse and motor truck, and put a corps of assistants behind him.

The use that will be made of Mr. Kennedy and his corps of assistants cannot be better told than in the language of the advertisement which is now being placed in the leading newspapers of New York, Boston and Chicago. The advertisement itself, six columns wide by fourteen inches deep, cannot be reduced to do duty in PRINTERS' INK without sacrificing its legibility. Like the rest of the copy, this was prepared in Mr. Van Patten's office and placed through the Lesan agency.

Under the heading "Alco Motor Trucks," the attention-getting line of the advertisement reads, "What do your horses cost?" which is followed by a statement that a "scientific cost analysis may save you annually from fifteen to forty per cent."

WILL SHOW THE PROSPECT WHAT
HORSES COST

"There are," it continues, "71-151 horses stabled on Manhattan Island—all of them *card-indexed* in the motor truck offices of the American Locomotive Company."

After pointing out that few owners know what their horses are costing them, the advertisement continues that the way to find out is to put expert transportation cost accountants to work and that Mr. Kennedy is head of the new transportation cost bureau of the company's motor truck department with a corps of assistants—cost accountants, expert horse men, transportation engineers behind him.

Then the ad gets down to serious business:

"Mr. Kennedy and his staff will go into your place of business and

Brooklyn, Queen of Home City Markets

Cities are like people: they differ just as widely in character, home life, temperament and intelligence. There is the realest kind of cash value in studying your best city markets.

Whether selling a low-priced or a high-priced article, the most promising prospects are, as you know, *the people with the most normal and intelligent domestic habits*, with the highest units of wage and income, and with the liveliest interest in the healthy cultural recreation and civic activities of their community.

You cannot go wrong in concentrating your fire on such people, for they buy *by reason*, not by whim. And because they are intelligent enough to appreciate the quality points of your goods, they *stay with you*.

In studying Brooklyn it is vital that these things be kept in mind, for Brooklyn is Greater New York's vast normal home area. In every phase of education, culture, wealth, civic interest, broad domestic interest, etc., (as future ads will demonstrate in more detail) Brooklyn ranks with the leaders; while for *numbers* of such families, it ranks at the very top.

In no other way is it possible to talk to so many of the above 100% desirable class, in so intimate a way, as through the family-edited Brooklyn newspapers, whose pages accurately reflect and prove the unusual desirability of the Brooklyn market.

Brooklyn Standard Union

Brooklyn Times

Brooklyn Daily Eagle

Brooklyn Citizen

Brooklyn Freie Presse

Only Brooklyn Papers Cover Brooklyn Homes

blue print your horse transportation system—*without cost to you*. They will supply you with facts and figures. They will tell you how much your horses are actually costing you.

"They will diagram your routes, time schedule the movements of your wagons, record how much time each day your horses are standing still, figure out the average life of them, and so on.

"Mr. Kennedy's Bureau will go further. It will determine if you can use motor trucks profitably. It will *operate motor trucks in your service*, re-route your hauls, eliminate waste of time loading and unloading. It will improve your method of handling merchandise or freight.

"It will *blue print* your complete transportation system with motor equipment."

In other words, the company will demonstrate its truck at its own expense in the actual service of the business men and demonstrate the saving.

This horse cost analysis advertisement is the latest of the series started recently. The other copy has rung the changes interestingly on the unusual number of reorders, 62 per cent of the initial sales; the percentage (65), sold to million dollar companies; the American company's large capital, \$50,000,000, and its seventy-six years of transportation experience, etc.

TIMELINESS A CHARACTERISTIC

One of the most striking of the newspaper advertisements was that in the New York papers a fortnight ago on the occasion of the first heavy snowfall. By means of the picture of a disabled team of horses, one of the common sources of loss was brought forcibly to the minds of business men.

Timeliness, in fact, is a characteristic of the Alco copy in general, the horse cost analysis being no less an example of that.

The Alco truck advertising is being placed in the leading papers of New York, Chicago, Boston, Los Angeles and San Francisco, 85 per cent of the product thus far having been sold through

the newspapers of these cities.

The same advertising is also going out to the *Saturday Evening Post*, *Collier's*, *Life*, *Literary Digest*, *Scientific American*, *System* and *Factory* and class copy through *Automobile* and *Motor Age*.

The motor car campaign, at the same time, is by no means being neglected. The advertising is being carried by leading papers and in the *Saturday Evening Post*, *Life*, *Literary Digest* and in a special campaign in *Vogue*.

In the truck copy, the center of the stage will be held for some time by Mr. Kennedy and his horse cost analysis. Later in the season, when the edge is off this, an elaborate educational campaign will be inaugurated to "show up" the wastefulness of horse traction as it has never before been shown up. It will be scientific and simple and will not leave much to be said or pictured after it is finished. Much of this will be used in direct advertising, but some of it will get into newspaper and magazine print.

THE DIRECT ADVERTISING

The direct advertising is quite as interesting as the newspaper and magazine publicity.

A sixteen-page insert was recently run in one of the trade journals and this was afterwards reprinted on the same high-grade stock and sent to a selected list of seven thousand business men. It brought in remarkable results and has kept the four house salesmen in the West busy following up inquiries to turn over to dealers.

The advertising department is also issuing the *Alco Bulletin*, a one-page house organ for dealers, the organization, prospects and owners. Each number will deal with one owner of the trucks, showing them in use.

The next catalogue in preparation will be different from the ordinary catalogue. Instead of containing the usual pictures and description of machines and parts, the catalogue tells what the Alco trucks have done in service. It has thirty-seven pages of pictures,

showing the specific things Alco trucks are doing. Newspaper snapshots of loading, unloading, climbing hills and turning in narrow places—real occurrences—tell the story. Names and dates are given and in many cases the store of the owner shows up behind. For example, one page shows a truck in service out in Los Angeles, and the point is made that it effected a saving of 16½ per cent on the investment the first year. There is only one posed picture in the book.

That is the key of the Alco advertising. Not how the car is made and who makes it, but what it will *do*, what it is good for, as shown in actual use, and then, when possible, actual demonstration on the prospect's own routes.

READS IT AS OFTEN AS HE CAN
GET IT

KLINE ADVERTISING AGENCY.

CLEVELAND, O., Dec. 23, 1911.

Editor of PRINTERS' INK:

You have recently made some remarks, or rather some of your correspondents have, regarding the man who says he does not need trade papers. I do not know an advertising man of any consequence (that is real consequence, not imaginary consequence) who does not read at least PRINTERS' INK as often as he can get hold of it. There are some few so-called advertising men, dilettante rather than practical, to whom advertising is an avocation rather than a vocation, who are so self-sufficient that they imagine further thought or study is unnecessary. But we fellows, who make our bread and butter out of the business, and who are employed because we deliver the goods rather than because we are friends or have some other pull, must constantly readjust our knowledge and re-analyze our conclusions.

FREDERICK LUTHER KLINE,
Manager.

EVERY MAGAZINE AS A NOTE
BOOK

JONES MANUFACTURING COMPANY.

Lincoln, Nebraska, Dec. 23, 1911.

Editor of PRINTERS' INK:

Do you think it would be an advantage to provide a blank page in each magazine where a person could make note of the advertisements in which he is interested?

I frequently read an ad that interests me and it is not always convenient to write just then, or perhaps I would like to put it away for future use. I read quite a little on the train think it would help me and perhaps others.

F. I. RINGER,
General Manager.



"The South's Greatest Newspaper."

Covers MEMPHIS and the prosperous territory tributary to it in a manner that seems perfectly natural to the resident who knows because he has seen its remarkable development or has grown up under its influence.

The casual visitor, whose interest in newspapers or in advertising makes him watchful, is always surprised at the complete and thorough dominance of that remarkable newspaper:—

The Memphis Commercial Appeal

The home in all this great and desirable section that does not regularly receive the COMMERCIAL APPEAL is not only a rarity but a curiosity.

No wise advertiser even "drops into Memphis" without being impressed with the high *quality* of its circulation.

And then follows constant and completely convincing demonstrations of the tremendous *quantity* of its circulation.

Daily over53,000
Sunday over84,000
Weekly over95,000

For the advertiser who wants to cover the Memphis territory there is, first of all, the MEMPHIS COMMERCIAL APPEAL—and after that the trimmings and the luxuries.

THE JOHN BUDD COMPANY

Advertising Representatives.

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE MODERN PLACE OF ADVERTISING IN SALES DEPARTMENT

THOROUGH DISTRIBUTION, THE SALESMAN'S SLOGAN THAT ADVERTISING MAY BEAR FRUIT—GET ADVERTISING MANAGERS WHO MANAGE—FROM ADDRESS BEFORE DETROIT AD-CRAFT CLUB

By Charles W. Warren,
Manager of the Taylor-Critchfield Company, Detroit, Mich.

The sales department, up to as late a period as twelve years ago, was supreme in importance in the majority of manufacturing institutions—and for very good reasons.

In the first place, competition was not so keen. There was a much weaker tendency toward the combination and the amalgamation of allied interests, and the organization of a sales department consisted only of coralling a sufficient number of salesmen to call upon the retail trade in as large an area of territory as that particular establishment could profitably cover, commensurate with freight rates, traveling expenses and competitive distributing points, and sell them their wares.

The sole object of such a department being to make big sales and the sole duties of the sales manager to secure good, hustling, competent, sober salesmen for his department, and then to keep his pen hot with burning epistles of encouragement or reproach, urging, cajoling, threatening, with only one object in view—to load up the dealer; to sell him his next six months' supply before someone else did. And there it ended.

The day of the trade-marked-advertised articles of merchandise was not yet come. The part the dealer played in the mercantile world consisted of supplying his patrons—the ultimate consumers—with the necessities and luxuries of life; and he alone was the judge, the chooser, the final arbiter of what brands of merchandise they should purchase.

The manufacturers' sales department of these days gave no thought towards helping the deal-

er dispose of his goods after he had them on his shelves. Their only creed was to sell more goods. I, myself, was a sales manager under these conditions.

Times changed; competition became more keen; mercantile interests of similar character combined themselves together into large corporations, enabling them to reduce their cost of purchase of raw materials and manufacture; but still there was lacking this point—the control of the dealer's sales—the ability to insist upon his selling *their* goods in place of someone else's.

What was the answer to this? Their sales departments could not be more thoroughly organized since experts were at their head. A sales manager could do no more than employ the very best talent obtainable; a sales manager could do no more than sell a dealer all the goods that he could profitably use. So came the weeding-out process.

The salesmen who had not been as proficient as their co-workers were dropped; other salesmen at higher salaries were employed in their stead. A perfect record for character, ability, sobriety, and efficiency was demanded of these new men. Territories with much area heretofore leisurely covered by the salesmen were cut in two and new salesmen employed to take the other half. Then, later, they were again cut in two and still more salesmen were employed, creating a condition of intensive work in a small territory, necessitating the salesmen to call upon small dealers that heretofore had been passed up as unworthy of their time. And then there came another change—an addition to these efficient methods—advertising.

HOW ADVERTISING AFFECTED SALES ORGANIZATION

The only articles that had been extensively advertised up to this period were those articles of large original cost—or else patent cures—all—or mail-order merchandise.

I well remember when A. W. Green, then chairman of the Board of Directors of the National Bis-

cuit Company, announced that he intended to advertise a soda cracker in quite an extensive manner to the consumers of this country. There were men associated with Mr. Green at that time—big men—men who had won positions in the mercantile world as successful captains of industry—men of wide affairs and wide experience—who thought Mr. Green had been bereft of his reason when they thought he was about to spend a part of the legitimate profits of his company in a ruthless manner and in a way from which no real benefit could ever be derived. That master mind, however, had studied the situation privately—thoroughly—and had made up his mind that he was right.

It was not a question of the price per pound or per piece or per dozen of the article to be sold to the consumers—the multitudes; it was not altogether a question of profit derived from such an article—but it was a question of eliminating competition by creating a demand from the ultimate consumer for a certain brand. It was a question of compelling Mr. Dealer either to carry in stock the advertised article, which his customers were demanding every day—and every hour of the day—or else allow them to go to his competitors, where the chances were they would not only secure the advertised article they had requested but would purchase the balance of their merchandise as well; in other words, the dealer—the grocer—carried in stock and sold Uneeda Biscuit purely as a matter of self-protection.

THE NEW SALES DEPARTMENT

Then what came? A complete reorganization of the sales department. It was no longer necessary for a salesman to waste half the time of his calls upon the retail grocer to sell Uneeda Biscuit—talking quality and price—which had been his sole talking points up to this time; it became necessary only for him to say: "How many do you want?" and devote his selling arguments to unadvertised articles of regular stock—which the dealer needed.

Every wide-awake manufacturer, jobber, distributor of food products quickly took up the same method until to-day a modern grocer's stock consists almost entirely of advertised specialties—the only unadvertised articles handled and sold by him to his regular trade being those that are impossible as yet successfully to advertise, such as potatoes and other vegetables and cheaper packing-house products. The housewife now even requests certain brands of candles, beeswax, salt, fruit-jars, and matches, in addition to the more common and necessary articles of her household equipment. Innumerable housewives became unconscious adherents and supporters of advertised articles, not only in the grocery line but in every line of necessities and luxuries.

HIGHER-CLASS SALESMEN NOW DEMANDED

I have gone over all this ancient history to bring you up to the present period and to the modern way of organizing a sales department.

The net result of our former lessons and experience is that our salesmen of to-day must be more alive, higher class, better educated and more substantial and trustworthy than those of former days. No longer can a salesman secure an order for a large bill of goods through the medium of a good story, or the personality of good-fellowship. The sales manager of to-day must realize these points and gather around him men capable of earning larger incomes and those in whom more confidence and responsibility may be placed.

Distribution is their slogan to-day—distribution far and wide so that the national advertising they are paying good money for may not fall upon barren ground; may not be read and wasted in territories where it is impossible to secure the products advertised. The cry is no longer "load up the dealer"; "sell him his six-months' supply before someone else does," but simply to keep a well-regulated, fresh stock upon his shelves,

THE NEW ORLEANS ITEM carries more local, more foreign and more classified advertising than any other New Orleans newspaper.

THE NEW ORLEANS ITEM accepts advertising on an absolute guarantee that it has the largest circulation of any newspaper published in New Orleans or no pay.

THE NEW ORLEANS ITEM will furnish any advertiser a complete sworn detailed statement of its circulation each month, or for any period, and it repeats that it will accept advertising contracts on an absolute guarantee of the largest circulation of any newspaper published in New Orleans, or no pay.

That's why THE ITEM carries more advertising from local merchants, more foreign advertising, more classified advertising than any other New Orleans newspaper.

A few weeks ago a representative of the Association of American Advertisers visited New Orleans to investigate the circulations of all the newspapers. While here he became ill and was unable to complete his report on **THE ITEM**. The following letter from the Association of American Advertisers explains the situation.

ASSOCIATION OF AMERICAN ADVERTISERS

Telephone, Rector 769
NEW YORK, Dec. 18, 1911.

Suite 340 Whitehall Bldg., 17 Battery Place

C. P. KNILL, Manager

Mr. James M. Thomson,
Publisher The New Orleans Item,
New Orleans, La.

Dear Sir:

On December 16th we received Examiner Deming's reports covering the examinations of the New Orleans papers, as well as a statement from him that, owing to sickness he was not able to finish with his examination of the examination and assure you that we will notify members of your courteous co-operation as well as the reasons why examination could not be completed. We will be able to send another examiner

Dear Sir:—December 16th we received Examiner Deming's reports covering the examinations of the New Orleans papers, as well as a statement from him that owing to sickness he was not able to finish with his examination of the examination and ensure you that we with really members of your courteous co-operation as well as the reasons why examination could not be completed.

It is impossible to definitely state when we will be able to send another examiner to New Orleans, but I feel that Mr. Deming will be able to again take up his work. We received a letter yesterday from him stating that he was feeling better and thought that after two or three weeks' rest he would again be able to take up his duties. If so, we will instruct him to return to New Orleans and finish the examination of The Item.

The writer wishes to thank you for your personal interest in Mr. Deming's unfortunate illness, and assure you that he greatly appreciates it.

Yours very truly,

ASSOCIATION OF AMERICAN ADVERTISERS,
(Signed) C. P. KNILL, Manager.

Please do not allow yourself to be deceived by any attempt to confuse the situation. **THE ASSOCIATION OF AMERICAN ADVERTISERS** promises to hurry their examination of **THE NEW ORLEANS ITEM'S** circulation records, and we shall do all we can to give its complete report widest publicity.

THE NEW ORLEANS ITEM leads in circulation—leads in local advertising—leads in foreign advertising—leads in classified advertising.

THE NEW ORLEANS ITEM has outdistanced competition and is increasing the lead every day.

THE NEW ORLEANS ITEM

JAMES M. THOMSON
Publisher

THE JOHN BUDD COMPANY
Advertising Representatives.
Brunswick Bldg., New York; Tribune Bldg., Chicago;
Chemical Bldg., St. Louis.

ARTHUR G. NEWMYER
Business Manager

knowing full well that through the demands of his customers—insistent demands, if you please,—he must carry the certain brands of articles advertised and asked for. It has been truthfully stated that the sales manager's desk and the advertising manager's desk should either be one and the same, or else next to each other.

The modern sales manager counts as much on his advertising values and the assistance to be derived therefrom as he formerly did upon the efforts of his star salesmen. Advertising is no longer considered a bunco game. Time was, as all of you will probably remember, when some of the leading advertising men of to-day were ashamed to state their vocation. The organization of the present-day successful advertising department should consist of an advertising manager, who either is at the present time, or who *has been* at some previous time, a sales manager; for, after all, advertising in any of its forms is nothing more or less than a medium to influence sales. His first duty should be to employ the services of an agency whose reputation for integrity is spotless; whose ability is unquestioned; whose successes are many and prominent; *whose failures were honest.*

AGENCY AN IMPORTANT FACTOR

Many an advertising manager's success or failure has been caused by either his wise or unwise selection of an advertising agency.

If the selection of his agency has been a prudent one, then it is not necessary that he should have a large force of assistants, for all of his space purchasing, copy-writing, checking, typesetting, art work, — and the multitudinous other details of advertising—will be more competently and intelligently cared for than can possibly be done by his own force of assistants, unless that force is large and widely experienced, and necessarily expensive. But simply because the advertising manager has chosen such an agency he cannot be relieved of many grave re-

sponsibilities in connection with his department, but must be an advertising manager who *manages*—a man who is employed for his knowledge and ability and in whom can be reposed enough confidence by his employers to give him full sway and authority in his department.

Unfortunately, many large concerns have not thought their advertising department important enough to place a real high-class man in charge, but rather have seemed to think an inexpensive man was good enough—and that they would thereby save a few thousands a year on his salary.

This idea, however, is rapidly becoming obsolete, and high-class, high-priced men are the rule rather than the exception in most of our large organizations. What manufacturer would consider placing a cheap man at the head of his sales department? And yet the responsibilities and duties of an advertising manager are just as important. Like all other new departures, advertising was not understood by a great many advertisers—and vast sums of money were wasted through ignorance.

We can look back now and see the folly of many national advertising campaigns where the product advertised had to be purchased through the "dealer"; where big space was used to sing the praises of an article and to urge one to purchase—and yet, through the lack of co-operation with the sales department, there was no distribution and the money thus expended was wasted.

You can get distribution through advertising, but this advertising must be placed in the proper mediums and then closely followed by the sales department, and the territory into which the advertising goes *must* have the right salesman on the job at the right moment to place his goods with the dealer while he is receiving calls for them.

W. E. Miller, formerly of the Street Railways Advertising Company, has just been elected vice-president of the General Car Advertising Company, of New York and St. Louis, which controls the street car privileges in a number of cities.

ADVERTISING TRIUMPH

H. P. Cassidy, who prosecuted violators of the Pure Food Law in Philadelphia, told this story at the December meeting of the Advertising Men's League of New York:

A young man called on me from down in the foreign section of the city where they have these penny soda fountains. He said: "Cassidy, I sell my goods in bottles marked 'artificial,' and I sell them to these fellows, and the identity is lost after it is put into the fountains. Then you come along and arrest these people with the fountains."

I said: "Isn't that right?"

"Well," he said, "I want to do something that will save these people from being arrested, and I want to get some suggestion from you."

I said: "Well, if I came down the street and saw the sign on the fountain, 'All Our Syrups Are Adulterated and Colored' I don't think I would bring about an arrest. I doubt very much if I would bring a case against them."

Well, in about two weeks I went down there, and there was a fountain with a sign on it, "All Our Syrups Are Highly Adulterated," and there were lots of customers patronizing the fountain. I could not believe my eyes.

So I went back to my friend and inquired what it meant. I said: "How are you, and how's business?"

"Great!" he said.

"Has it got any better since they put those signs on the fountains?" I asked.

"Seventy-five per cent better," he replied.

"Tell me why you say 'highly,' adulterated on the signs," I asked.

And he answered: "Well, those people down there understand what 'highly' means, but they don't understand the word 'adulterated.' They think it is something better, and I am very much in favor of the advertising."

Success

The
Woman's Home
Companion
today succeeds
as it never
did before in
being the
woman's home
companion.

The Annual Review Number of
"Printers' Ink"

will be published January 18th. Forms close January 12th. Rate \$50 per page.

Will the advertising business show an improvement in 1912?

One thing is certain: Some mediums are going to show greater gains this year and others are going to show losses.

What will make the difference?

PRINTERS' INK does not claim that advertising in its columns will produce business for mediums that do not deserve it, but it does claim to be able to deliver a message directly to the advertiser and the agent.

Mr. Publisher, have you any message that you would like to have delivered just now to the man who makes up the lists? PRINTERS' INK'S Annual Review Number appears right in the season that N. W. Ayer & Son describe as "the open-minded period."

Publishers who have any legitimate claim on the advertiser's consideration should strike while the iron is hot.

Printers' Ink Publishing Company
12 West 31st Street, New York

BUILDING THE ADVERTISE- MENT THAT GETS A FULL READING

THE VALUE OF SIMPLICITY—ASSEMBLING DISPLAY AND BODY INTO UNITS—EFFECTIVE TREATMENT OF BODY MATTER — MEASURE FOR BODY TYPE — BACKGROUNDS — STYLES OF TYPE

By S. Roland Hall.

Discussions of the various features of good display overlap one another. It has been pointed out that one very important feature of an advertisement is a headline, an illustration, or an opening paragraph so displayed that it will be an eye-catcher. And in another article suggestions were thrown



All the Beauty of Silk All the Wear of Lisle

Here is something entirely new in fine, sheer, beautiful Shawknit Socks.

We have developed a process wherewith to knit socks from silk over lisle so that the wearer secures all the beautiful effect of silk combined with the durable wearing quality of strongest lisle.

You will wish to test these socks and we wish you to test them at our risk.

Therefore, we offer you money back, if you are not in every way satisfied with Shawknit Silk-o-Lisle Socks supplied on any order you send us.

Send us \$3.00 for each six pairs of Shawknit Silk-o-Lisle you wish. We will ship them to you charges prepaid. Shawknit Silk-o-Lisle Socks are packed six pairs in a box—all one combination or assorted as you prefer.

The solid combinations are Cream-White, Black, Navy Blue, Pearl Grey, and Tan.

Then there is an attractive combination of Green silk over Cardinal lisle, and another of Tan silk over Chocolate

—SIMPLICITY INVITES READING

out as to how small or medium-sized space could be treated so as to give the advertisement a display effect equal to larger advertisements. Now, when a builder of advertisements has accomplished these two objects, he has gone a long way toward constructing an advertisement that in-

vites a full reading. Yet there are still other principles to look out for.

The first of these other principles is *simplicity*. A great many advertisements discourage full reading by their complexity. What is simplicity? It is keeping down the displays to the very few that are actually needed. It is grouping the displays and the text matter separately into readable units or masses, so that they contrast

"The On-Time Road!"
FROM THE BUSINESS SECTION
OF NEW YORK, TO

PHILADELPHIA

IN
1 Hour & 50 Minutes
VIA
NEW JERSEY CENTRAL

Every Hour on the Hour

FROM FOOT OF LIBERTY ST. 8 A. M. TO 6 P. M.

Additional fast trains 7 A. M., 7, 8, 9 and 10 P. M. and at mid-night with sleepers.

TWO-HOUR TRAINS from W. 234 St. 10 minutes before the hour.

WATCH THEM! See if we make our advertised schedule, and compare our reliability with other roads on which you travel!

Baggage Forwarded on Same Train with Passengers if delivered at Stations a reasonable time before train leaves.


NO SMOKE—NO TUNNELS

**Your Watch
Is Your Time Table**



OVERDISPLAY IS REPELLING

with one another. Many advertisements have the displays and text so distributed around that the whole effect is "scattered," as it were.

The section of the Shawknit advertisement here reproduced is a good example of simplicity. The attention is drawn by a unique illustration and an excellent two-line heading. The body text is then set simply with no further attempt at display; no further display is needed, for if that which already stands out does not compel attention and a reading for the argument, nothing else would be likely to do so.

Some constructors of advertisements seem to go on the theory that a great deal must be displayed in order for a reading to be secured. They forget that overdisplay is no display, and

that what we read most—news, stories, descriptive articles, editorials—have little display to them.

Note the Jersey Central advertisement. It is an extreme example of overdisplay and complexity; there is hardly any question that it doesn't invite a careful reading.

Compare the G. Washington Coffee advertisement with the

**A cup of
boiling water and a 34 teaspoonful of
G. WASHINGTON COFFEE
Make instantly the best coffee ever tasted**

No cooking, no waste, no bother, never varies in quality or flavor and is always ready.

G. Washington Coffee is neither an extract nor an essence—but pure coffee in concentrated form. For a 34 teaspoonful is a cup of water, hot or desired, add sugar and cream to your taste and your coffee is ready. You can replace the strength of each cup to suit each individual taste by using more or less as desired. G. Washington Coffee is the most economical coffee.

If your grocer hasn't it, send us his name and we will mail you free a sample of G. Washington Coffee large enough for five cups.

G. WASHINGTON COFFEE SALES CO.
79 Wall Street New York

LACKS IN UNITY

United States Navy example. The coffee advertisement fails to follow the principle of assembling the display into a unit or into a few units and then having a unit of body matter that forms a good

The United States Navy

Has Every Kind of Work for Ambitious Men

SUCCESSFUL applicants for Navy positions find work, not only as sailors, but as mechanics, electricians, stenographers, bookkeepers, electricians, carpenters, blacksmiths, shipfitters, electricians, boiler makers, cooks, stewards, waiters, and others.

This is why so many young men who have taken for granted that there was no kind of work in the Navy that they would like have found on investigation more agreeable work and more variety of positions than in civil life.

The United States Navy offers a life that is healthy, one, that is pleasant, and full of opportunity for promoting the career to one's ability.

and the finest of chances to learn to study and travel. And besides these things, accompanying with ambitious men of good character.

The Navy Department never expects men to enlist, only to investigate Navy opportunities. It is worth the while of any man 17 to 35 years of age to look into the matter of taking two years' training in the Navy, of making the Navy a life's work.

Call at the nearest Navy Recruiting Station (we'll send address at your request) and ask all the questions you wish. Or send for interesting free book, "The Making of a Navy Man."

Address: Bureau of Navigation, Box 80, Navy Department, Washington, D. C.

Bureau of Navigation

Box 80, Navy Department

Washington, D. C.

READABLE IN SPITE OF SMALL TYPE

contrast; hence it does not present an inviting appearance. The United States Navy advertisement, on the other hand, does comply with the principle, and it is readable looking despite the good amount of small type in the body.

Though I argue strongly for few displays, I nevertheless think that most advertisements should be built up also with some con-

sideration for that class of readers whose full interest we can hardly hope to command—those who would probably read the display, but nothing more. For such readers, the Navy advertisement tells, in its displays, the brief story that the Navy has every kind of work for ambitious men and that the bureau of navigation is the place to get information. The Shredded Wheat advertisement carries out this idea well and will do considerable good work, though it may not get a full reading.



An "Off Day" in the Kitchen

is the cook's "day off"—and it is generally an "off day" for the entire household. It is a day of short rations and unsatisfied hunger. It need not be an "off day" if you have

SHREDDED WHEAT

in the home—the food that is ready-cooked, ready-to-serve, full of nutriment and easily digested. Nothing so wholesome and nourishing as Shredded Wheat Biscuits with baked apples and cream, and nothing so easy to prepare.

Heat a Biscuit in the oven to restore crispness and then place in a deep dish with a peeled baked apple and pour over it milk or cream and sweeten to suit the taste. Shredded Wheat is also deliciously nourishing when served with canned peaches, pears, plums or other preserved fruits. Shredded Wheat is made of the whole wheat—steam-cooked, shredded and baked—nothing added, nothing taken away—the cleanest, purest, most nutritious of all cereal foods.

TRUSCOTT is the Shredded Wheat Wheat Water to be trusted as the most and easiest with "Kaffee" to be prepared.

The Only Breakfast Cereal Made in Biscuit Form
THE SHREDDED WHEAT COMPANY, NIAGARA FALLS, N. Y.

TYPE DISPLAY FITTED TO THE DIRECT STORY

There are just a few advertisers who seem to be able to get an atmosphere of distinctiveness by setting the body in all caps. However, there can be no argument about all-cap matter being difficult to read, and it certainly seems that the Franklin advertisement discourages careful reading. An advertisement ought to be so easily read that the eye can just flash along and get the meaning; the eye can't do that in this case.

Body type is easily read only in lines of certain length. If you exceed that length, you add to the difficulty of reading and lessen the

A book for big men

—not necessarily *at the top*, but at least *on the way*. Are you the man in the “front office”?

Are you the man on whose judgment the man in the front office relies?

—Then this is a book for you.

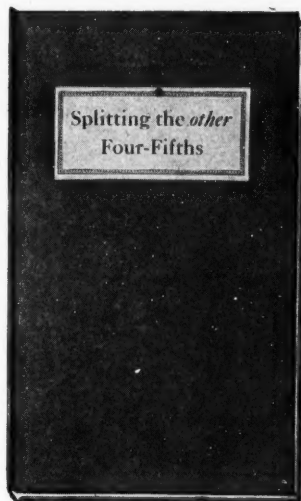
This *had* to be a good book, almost a *great* book, for it advocates the business appliance directly concerned with big men. Most other business appliances save their cost many times over in stenographers' and office boys' wages, but it is

The Edison Business Phonograph

that conserves the time and energy of principals and high salaried men—that



m a k e s
“Scientific Management” of the business office an actuality.



This book tells what the Edison Business Phonograph is and *why* it is—what it has done and is doing in offices of every kind and size—what it will do for your office, whether it is small or large, and no matter what its character—whether you do all the dictating yourself or have a staff of dictators and correspondence clerks.

There is a place on your desk for this book, there is a place in your mind for its contents. Write for it today.

Thomas A. Edison.
INCORPORATED

211 Lakeside Avenue, Orange, N. J.

chance of full reading. Six point, for example, ought not to be set wider than eighteen picas, and even shorter lines are much better. It is not safe to go beyond twenty-six picas with 8-point matter and, here again, it is much better to have shorter lines than to go to the limit of the measure. The two-column arrangement of the Navy advertisement adds to readability; so does the two-column arrangement of the Weber and Heilbronner advertisement help matters. The very readable advertisements of the Lord & Thomas argument for its agency service were made tempting by the clear two-column arrangement.

Leading the body matter permits wider measure, but leading is not usually necessary; type is made to be very readable when

Do You Get Pure, Clean Milk?

You get nothing else from us. Pasteurization makes it as clean and pure as deep spring water. Did you ever stop to think about the old cans and half-washed bottles in which milk is often delivered? Not here, though, because every bottle leaving our building is sterilized.

CAYUGA DAIRY CO.
12-16 Franklin St.

GOOD EXAMPLE OF USE
OF OLD-STYLE TYPE

The solid black background is sometimes very helpful to make a white headline stand out strongly, but rarely does an entire black background or a grayish wash background afford as readable an advertisement as black type against a white background. I have taken advertisements and without changing the matter had both kinds of plates made—white letters against black background and black letters against white background, and usually the latter is much the stronger. It is said that the black background makes an advertisement stand out in contrast to the many advertisements of the other kind. There is something in this argument, but this standing out can be obtained by treating the headline and perhaps



FRANKLIN AIR COOLING REQUIRES NO MECHANISM IT IS DIRECT SIMPLE, POSITIVE WEATHER CONDITIONS DO NOT AFFECT IT. IT AVOIDS THE UNCERTAINTY AND COMPLICATION OF THE WATER CIRCULATING SYSTEM. THE MOTOR IS QUIET FLEXIBLE AND VERY RESPONSIVE. HIGHER EFFICIENCY IS SECURED. THE MOTOR UTILIZES THE FULL POWER OF THE GASOLINE.

SIX CYLINDER, 10 H P., THE LITTLE SIX, FIVE-PASSENGER TOURING CAR, \$3000.
SIX CYLINDER, 10 H P., FIVE-PASSENGER TOURING OR FOUR-PASSENGER TORPEDO-PHANTOM, \$3400.
SIX CYLINDER, 10 H P., SEVEN-PASSENGER TOURING SILVERTOWN CORD TIRE, \$4000. LIMOUSINE, \$5000.
FOUR CYLINDER, 24 H P., FIVE-PASSENGER CAR, \$2800.
FOUR CYLINDER, 18 H P., RUNABOUT, \$1600.
FOUR CYLINDER, 25 H P., LIMOUSINE OR LANDAULET, \$3000.
ALL PRICES F. O. B. FACTORY TOP AND GLASS FRONT INCLUDED.

WEIGHT MAKES TIRE EXPENSE. FRANKLIN CARS ARE LIGHT WEIGHT AND LARGE TIRES ARE USED. THE TIRES ARE NOT OVERLOADED AND THEY GIVE LONG AND SATISFACTORY SERVICE. WE HAVE A TABULATED REPORT OF TIRE SERVICE FROM MANY OWNERS AND WILL MAIL IT ON REQUEST. WRITE FOR OUR NEW CATALOGUE.

FRANKLIN AUTOMOBILE COMPANY
SYRACUSE, N. Y.

QUICK READING OF THIS IMPOSSIBLE

set solid if the proper measures are not exceeded. Sometimes, however, an open effect is desirable, and leading is then helpful.

The Man in the Tower Sees a New Full Back

H ALF a dozen seats of learning are visible from the port-holes in the Tower.

Also thousands of men of youthful spirit who haven't seen a cane-rush or a snake-dance in fifteen years.

They're ALL interested in this new Full Back.

Plays on the Winter Team in front of the Cold Weather goal.

It's a big, English looking full back overcoat in tweeds, Scotch mixtures and chinchillas—\$85 to \$40.

Makes enjoyment possible on a motor trip from here to New Haven, in the teeth of the wind.

Our \$85 and \$40 overcoats have the same tailoring and the same detailed correctness as our \$35, \$40 and \$20 overcoats.

Mixtures, grays and browns—and each an individual New Yorker.

Not bought from a "line" sold in other stores and other cities but selected in the piece because the best tailors in New York



were selecting these colors and patterns.

Weber and Heilbronner suit materials selected the same way.

Models likewise taken from the leading tailors.

Result—Suits at \$30, \$35, and up to \$40 that are UNLIKE any other ready-to-wear clothes in America.

In directing the making of our haberdashery and hats the same rules are applied.

Positively SPECIAL to Weber and Heilbronner—founded on the expressed taste of Metropolitan men—sold at intrinsic value prices.

Weber and Heilbronner.

Clothes at the low prices marked with our
130 Nassau 50 Nassau 77 New 20 Cortlandt 360 Broadway
187 Broadway 1185 Broadway 42nd and Fifth Avenue

TWO COLUMN ARRANGEMENT HELPS THE
EYE

the signature in the black background effect without sacrificing the readableness of the body matter by putting small type against a dark background.

Nothing beats the Old Style Roman and the Modern Roman types for body matter, and the first-named is generally conceded to be a little the better of the two. When in doubt, it is best to use these, and, as a general rule, to use not more than two sizes for the body matter of a single advertisement. Other body types may be used for the sake of variety and distinctiveness. Types

LB

Why bury alive your recent correspondence among dead letters?

But perhaps you may not be able to decide when a letter is dead. The Library Bureau method of transferring correspondence relieves the active file and puts the old letters where they can be found quickly if they suddenly become important. Our book about it will give you more light. A talk with our representative at your office or our store is still better.

Library Bureau

316 Broadway

CASLON OLD STYLE IS GENERALLY SAFE

such as Laureate, Cheltenham, Caslon, Bookman, Old Style Antique, Cardinal and others are very good, and every good print shop has some of these types. However, watch out for one thing: some of the heavier types, while they look readable when there are only a few lines of the matter, are decidedly less readable than the Old Style Roman when the body matter is several inches deep.

The Library Bureau advertisement is a good example of Caslon setting, and the Cayuga advertisement is a good example of Old Style Antique; in the latter case the displays, as well as the body matter, are in the Old Style Antique.



You can spend more money in Binghamton, but you can't buy more service.

The home in Binghamton that doesn't get THE BINGHAMTON PRESS, a big advertiser recently said, "wasn't worth while."

It is the ideal situation and the ideal medium of the wise advertising man.

**THE
BINGHAMTON
PRESS**

From the standpoint of the general advertiser, Binghamton, N. Y., has become fixed and listed as a "one paper town."

It's that "one paper," splendid, complete, THE BINGHAMTON PRESS, that has created and maintained that condition.

Ask any experienced publicity buyer to put in words the ideal situation and his statement will describe THE BINGHAMTON PRESS and the way it covers the BINGHAMTON field.

Binghamton and connected suburbs, with their 70,000 people and 14,000 homes, and its tributary districts of over 250,000 people, do not differ from other highly prosperous communities so much, it is the BINGHAMTON PRESS that's different.

The rate is based on 22,000 daily, but the real figures are over 25,000.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

CREAM OF WHEAT SUES "PEARSON'S MAGAZINE"

REBATES DEMANDED FOR ALLEGED SHORTAGE IN CIRCULATION FROM SEPTEMBER, 1908, TO DECEMBER, 1910—TOTAL AMOUNT AT STAKE IS \$2,453.43

Suit was filed in the Supreme Court, New York County, September 1, by the Cream of Wheat Company against the Pearson Publishing Company, to recover rebates alleged to be due the plaintiff on account of shortages in the circulation of *Pearson's Magazine*.

There are two actions pending in this case, growing out of contracts made for advertising, between the Cream of Wheat Company and the Pearson Publishing Company. The first contract was made in August, 1908, for a page an issue from September, 1908, to December, 1909. Payment was to be made at the rate of \$172.12 a page, less five per cent in ten days, provided the guaranteed circulation of 200,000 copies was maintained. A clause in the contract provided for a pro rata refund by the publishers in case the circulation fell below 200,000 copies per issue.

The second contract was made June 3, 1909. It called for a page an issue from January, 1910, to December, 1910, at the rate of \$191.25 per page, less five per cent in ten days, on the basis of a guaranteed circulation of 223,000 copies per issue. A clause provided for a pro rata refund in case the circulation fell below the specified number of copies.

Suit was brought for recovery under both contracts.

The complaint filed with the County Clerk, New York, with respect to the first-named contract, reads in part:

After the expiration of the term of said agreement, to wit: December, 1909, plaintiff herein for the purpose of examining and ascertaining the average circulation of said *Pearson's Magazine* during the period covered by said agreement through its authorized agent, The Association of American Advertisers, caused an examination to be

made of the books and papers of said defendant. . . . It appeared from said examination, and plaintiff, upon information and belief, alleges that . . . the circulation of said magazine claimed and embodied in said contract was greatly in excess of the actual average circulation, . . . and that during said entire period the actual average monthly circulation of said publication was only 104,783 copies per issue. . . . That the total number of actual copies for said period was 1,675,728, making a total deficit of 1,524,272 copies, which at the agreed rate . . . amounts to \$1,311.79.

The complaint filed under the second-named contract, recites that:

After the expiration of the term of said agreement . . . plaintiff . . . through its authorized agent, Messrs. Searle & Nicholson, certified accountants, . . . asked for the first time that it be allowed to have access to the necessary books and papers of the defendant . . . but the said demand was refused. . . . Thereafter plaintiff herein, pursuant to an order from one of the Justices of this Court, caused an examination to be made . . . and it appeared from said examination and plaintiff, upon information and belief, alleges that . . . during said entire period the actual monthly average circulation of said publication covered by the terms of said agreement, was only 112,066 copies per issue. . . .

Therefore the plaintiff asks judgment for the amount of rebate said to be due, namely, \$1,141.64.

The Pearson Publishing Company, in its answer, alleges that the figures given in the complaint are not a correct statement of the circulation of *Pearson's Magazine*, hence the amount demanded as rebate is not correct.

"LESLIE'S" EXCLUDES LIQUOR ADVERTISING

Leslie's Weekly announces that after December 31, 1911, no whiskey, wine, liquor or beer advertising will be carried in its columns. This does not exclude preparations of malt, or other beverages generally classed as non-alcoholic.

The elimination of this advertising, says A. C. Hoffman, the advertising manager, is in deference to the oft-expressed wishes of a large portion of the readers of *Leslie's*.

George H. Currier has purchased a controlling interest in Farm Life Publishing Company, Chicago, and will give some personal attention to *Farm Life*. It is his intention to concentrate the circulation in a few States of the Middle West.

Don't Make This Mistake!

Following in the footsteps of the "other fellow" has led many intelligent advertisers to adopt mistaken ideas.

"Jollyng" the Dealer vs. Co-operation!

Allopathic doses of "bull-con," for instance, do not constitute sufficient nourishment for the dealer. In many cases the dealer, himself, has effectually dispelled this notion.

The Dealer is Human!

It is easier to lead a mule (sometimes) than to drive him—and it isn't a safe bet, anyway, to figure that the dealer is a direct descendant of a jackass! Some advertisers dispense with the "jollyng" and give the dealer *effective co-operation*—with resultant mutual satisfaction.

His Want is Your Need!

Merely "loading up" the dealer doesn't get his good-will. Direct-touch publicity will accomplish this, by giving him real selling help, in his own store. Then he re-orders. The sales-publicity campaign that doesn't make good on the re-orders is dear at any price. Better look yours over again.

Incidentally—you can know (without any expense or obligation on your part) what international Advertising Sign-Service, incorporated in your general plan, will accomplish for you. Write, wire or phone.

THE INTERNATIONAL SIGN CO.
1023 PROSPECT AVE., CLEVELAND, OHIO

TRADE PAPER OVERCLAIMERS WHO O'ERLEAP THEMSELVES

GET-RICH-QUICK AMBITIONS THAT ARE REFLECTED IN ABSURDLY UN-TRUTHFUL CIRCULATION STATEMENTS—A CASE OF "SOWING THE WIND"

By B. M. Masters.

Why is it that publishers of trade and class publications cannot learn the circulation lesson?

A comparatively new branch of the automobile business is the commercial vehicle end. Its prospects for great growth are such that many magazines devoted to it have been launched.

The subscription field for such papers is, of course, a restricted one, but every person interested in commercial motor cars should, from necessity, subscribe for at least one meritorious publication covering the subject.

A legitimate growth does not satisfy some publishers. They prefer to "get rich quick," and in their efforts to do so base their advertising arguments on the circulation they would like, instead of what they actually have. To make a showing of having what they think they should have, their subscription lists are filled with the names of persons claimed as subscribers, but who, as a matter of fact, never sent an order and probably never read the magazines.

A subscription solicitor in reporting on certain failures to obtain orders explained that he could not make a "prospect" pay for one magazine, when another, covering the same field, could be had for nothing—not even a request being necessary. In one instance cited, unwrapped copies of four different papers devoted to commercial vehicles were on the desk of the "prospect." Not one was marked "sample copy" and not one had been ordered, while their receipt was a regular occurrence.

Some publishers do not seem able or willing to realize that in padding their lists they are prac-

ticing a fraud on their customers, but in what other light can such practices be regarded?

What ultimate advantage can the publisher believe is gained by such methods?

VAIN TO HOPE DECEPTION WILL LAST

Possibly, for a time, increased advertising revenue, made possible by increased rates, based on the quantity of the *claimed* circulation, gives a prosperous appearance to the balance sheet, but such a condition cannot continue, nor can the publishers hope to retain even a normal quantity of business after advertisers awaken to the fact that the claims are not possibly true.

For instance, a trade paper publisher in the wearing-apparel field claimed a circulation of 10,000 copies for his newly-established paper. The maximum possible number of subscribers was less than 6,000 and a progressive paper, well regarded by the trade, and established for about twenty years, had never been able to show more than about 5,000 of the possibilities on its subscription lists. Admitting that to be a flagrant example, it must also be admitted that there are many like it—and some worse. Is it possible to imagine a condition more likely to disgust advertisers not only with the publishers stooping to such practices, but—and this is important—with the entire trade and class publication field?

Incorrect (polite term for dishonest) circulation claims create unfair competition between publishers, and, unfortunately, the publisher striving to give 100 cents value for each advertising dollar received suffers, temporarily at least, in his efforts to get business.

The condition, however, is detrimental to the whole trade and class publishing field because advertisers who accept as correct the inflated circulation figures of some publishers are led to condemn all similar publications on the ground that they do not produce business. The conclusions of the advertisers are based upon

the percentage of the returns from their advertising to the circulation claimed. They do not know that the claimed circulation is largely in excess, in numbers, of what they are paying for and that the circulation which they are really getting for their money is not productive because it is largely made up of persons who regularly receive the publication gratuitously, and consequently consider that it is not being issued for the benefit of the industry which it is alleged to represent, but for free circulation for an undisclosed purpose. Manifestly such circulation cannot be productive. Even sample copies, sent as such and to constantly changing lists of prospective subscribers, contain a reasonable percentage of possible returns to advertisers, but such circulation is not considered by advertisers to be a good "buy."

It is pleasing to be able to say that the manner of conducting trade papers has been much improved in recent years, but there is still much to be done to place the business where, because of the efforts of the better class of publishers, it rightly belongs.

It is only fair to hope, for the sake of those publishers who are conducting their business honestly and on its merits, that advertisers will some day insist on being "shown." When they do the trade-paper field will fully come into its own—but not sooner.

REPRESENTATIVES' NEW OFFICERS

At a recent election held by the Representatives Club, of New York City, the following officers and board of directors were elected: President, A. C. Barrell; first vice-president, O. H. Fleming; second vice-president, S. E. Leith; secretary, George Costello; treasurer, Owen Jones; directors, J. C. Bull, H. J. Garrison, F. L. E. Gauss, C. B. Kimball, E. G. Pratt, F. D. Sniffen and David D. Lee.

CHICAGO SPACE CLUB

The Space Club, of Chicago, an organization of technical and trade press advertising representatives, held its annual dinner December 27.

The newly elected officers of the club are: Clinton P. Lampman, president; Chauncey L. Williams, vice-president; Joel W. Dickinson, secretary; Frank M. Bailey, treasurer.

If Your Advertising Booklet Doesn't "Pull"

you need CAMEO, and if it does "pull," CAMEO will make it more effective.

The reason is that CAMEO lends a charm and distinction of its own to good typography and engravings. CAMEO is an absolutely lustreless, coated paper which enriches illustrations, deepens half-tones, dignifies type.



CAMEO PAPER

White or Sepia—for Printed Matter

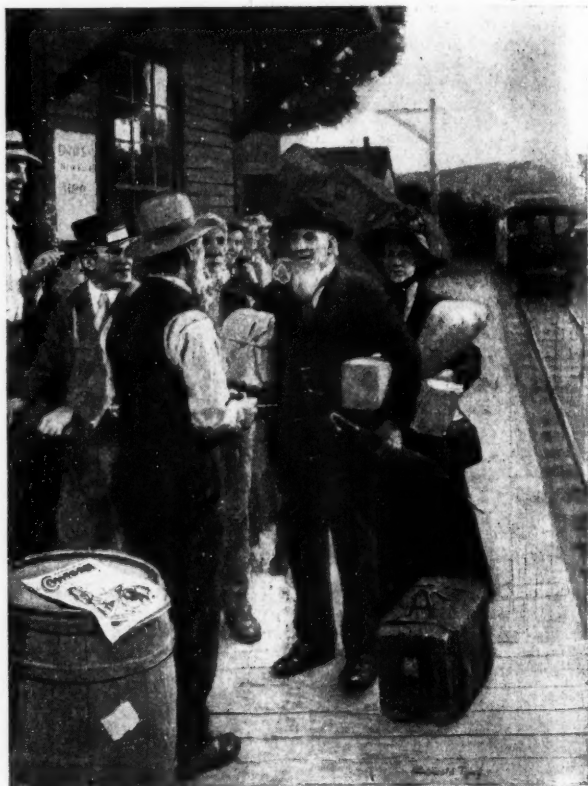
There is no reflection of light, no glare from CAMEO. Therefore, it pleases the eye. Next, its marvelous, velvety surface gives a photogravure effect to common half-tones. A two-tone ink, brown or green, on Sepia CAMEO, gives the richest effect possible with one-impression printing.

Our Specimen Book is Yours for the asking. It should be in the hands of every man who has to do with printing.

S. D. WARREN & CO.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers
163 Devonshire Street, Boston, Mass.

The Farmers' Patronage is the Back



Been to the City
to Buy the Goods Advertised in

COMFORT

COMFORT Reaches One in Ten of the

Backbone of Store Trade in Small Cities

53,000,000 Rural Inhabitants in the U. S.

They consume the greater part of the factory products.

Their patronage supports **all** the country stores.

They are the **mainstay** of the mail-order business.

The **share** of their store trade which the 919 small cities (5,000 to 25,000 population) eagerly compete for, and get, is a large factor in the prosperity of these little metropolises.

With the higher standard of living and the growing prosperity of the farmers the fifty-three million rural inhabitants are increasing their patronage of the mail-order houses and of the stores in the small cities for other and better goods than the country stores carry.

Is their mail-order or store trade worth your while?

You can't reach them through the magazines or daily papers.



reaches one family in ten throughout the rural sections, and as 81% of its subscribers patronize its mail-order advertisers for goods they have not seen, it seems reasonable that even a larger proportion of them will hunt the country and city stores for the goods of the general advertisers who get their attention through COMFORT ads.

Forms close 15th of month before date of issue. Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.

Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building,

CHICAGO OFFICE: 1635 Marquette Building,

WALTER R. JENKINS, Jr., Representative

FRANK H. THOMAS, Representative

of the Rural Homes in the United States

The New York City Telephone Directory

Goes to Press February 1, 1912

The February issue of the New York City Telephone Directory is delivered by hand to over 500,000 adults—business men, lawyers, physicians, home owners, etc., who represent nine-tenths of the purchasing power of the community.

There is no waste circulation. Every copy is kept permanently in sight, and the Telephone Directory is consulted nearly 2,000,000 times every day in the year.

Your advertisement in the Telephone Directory is sure to be seen *often* and by *many* possible buyers.

Remember the date—our forms close February 1st, 1912.

New York Telephone Co.

Directory Advertising Department—Cortlandt 12000

Editors Endorse Movement Against Fraudulent Advertising

The Advertising Men's League Gets Response to Its Action—Trade Press Support of "PRINTERS' INK" Statute—A Dissenting Voice

The action taken by the New York Advertising Men's League in the appointment of a grievance committee to investigate cases of fraudulent advertising has already been noticed in these columns. That the grievance committee means business is evidenced by the activity of the publicity committee of the league in securing the editorial co-operation of leading periodicals throughout the country by means of a systematic campaign.

Within a week after the grievance committee was appointed, the following letter went out to the managing editors of about 250 publications:

No doubt you have carried in your news columns already a mention of the fact that on the evening of December 7 the Advertising Men's League of New York took the first positive action in the United States to abolish fraudulent advertising by active criminal proceeding. A committee was appointed to which complaints regarding dishonest advertising are to be made, and the committee's duty will then be to gather evidence forthwith and put it in the hands of the regular prosecuting officials.

There has been plenty of discussion hitherto regarding dishonest advertising and abundant denunciation of it. Previous to December 7, however, no further step has been taken. What was "everybody's business" was permitted to be "nobody's business." Now, however, all this is changed. Henceforth capable men will make it their duty to get after advertising fakirs by very much the same course that the Bar Association uses when finding it necessary to discipline unworthy members of the legal profession.

It is believed that the action of the league will be duplicated promptly in all other principal cities of the country. Hence the present movement is essentially of national scope.

I bring the foregoing to your attention for the purpose of asking you to publish as strong an editorial as in your judgment seems proper regarding this matter. The Advertising Men's League of New York is composed of reputable and earnest men, and its action as above outlined is based upon the high motive of serving the best interests of the community. It will proceed sanely and carefully.

Its hands will be very greatly strengthened if it may have the editorial support of the powerful newspapers of the country. If you can express editorial approval of the movement it will help us very greatly. I hope you will do so.

ARTHUR ELLIOT SPROUL,
Chairman,

Publicity Committee, Advertising Men's League of New York.

The response called forth by this letter is highly gratifying to the league. Several papers made prominent editorial mention of the matter, together with comments, and letters of endorsement were received from many others.

Taken in connection with the flood of letters received by PRINTERS' INK in support of the proposed statute, they show that the movement now well under way is not to be confined to any one section of the country. The question as to who really was the first to take definite action may well be left for debate until after the desired end has been gained, if indeed it be worth consideration at all. The thing PRINTERS' INK wants—the object of the entire movement—is to get rid of the dishonest advertiser, and the question of who is to get the credit seems of slight importance.

The *Christian Science Monitor*, in its issue of December 11, devotes the leading editorial to the subject, under the head of "Advertising and the Truth," which appears in another column of this issue of PRINTERS' INK.

The publisher of the *Kansas City Star* sends the following letter to PRINTERS' INK regarding the proposed statute. It will be remembered that the *Star* is a paper which long ago took a definite stand for clean advertising in its own columns.

Your proposed plan for the elimination of dishonest advertising is all right and meets with my hearty approval. At the same time it seems to me that while the advertiser must be

held responsible, the publisher cannot escape the responsibility to his readers when he prints a fake ad.

AUGUST F. SEESTED,
The Kansas City Star.

On December 19, the *Star* published an editorial, from which the following extracts are taken:

The dishonest advertiser is one of the most dangerous swindlers of the day, because he is able to conduct his operations on a large scale. His newspaper publisher accomplice is only a degree less blameworthy. Few victims have made complaint against this precious pair, so the swindling game has flourished.

Now, however, a group of advertising agents, the Advertising Men's League of New York City, is planning to put the advertising fakers out of business. A committee has been formed to receive complaints and to gather evidence with a view to prosecutions. Such a committee, if vigorously directed, ought to be able to get results. It will be particularly effective if it can obtain the co-operation of similar committees in the principal cities of the country, and all honest advertisers will benefit from the prosecution of the dishonest.

On the same day, an editorial in the *Buffalo Evening News*, said in part:

It is taking the right course when the Advertising Men's League prosecutes criminally all whom they catch advertising dishonestly. In self defense the league proceeds, and that insures enough motive power to drive things through to a finish when once an offender is indicted.

The league proceeds on the ground that if you want to be protected you must take steps to protect yourself. If that were the usual practice of our people there would be far less crime and fraud than prevails.

The *Cleveland Plain Dealer* indorses the movement editorially, in its issue of December 21. After a description of the league's action, the editor comments:

Advertising has become one of the big interests of the day, developing a profession from what was but recently a mere occupation without definite standards. It comes into daily contact with millions of people, contributing to their comfort and profit or to their loss and embarrassment. It is worth while, therefore, to keep advertising honest, and to punish any who may attempt to use it for preying upon the public.

Merchants, real estate men and bankers have their organizations devoted to the task of keeping their particular activities free from obnoxious influences. The advertising profession may well take a step in the same direction.

Other newspapers to give the subject editorial notice were the *Raleigh News and Observer*, the *Orange (N. J.) Chronicle* and the *Jersey City Journal*.

The league is not going to let the interest die down, for the January 4 meeting is to be devoted to the same subject. The speakers are Lewis H. Clement, president of the Toledo Advertising Club; James Schermerhorn, publisher of the *Detroit Times*; E. F. Trefz, of the Thomas Cusack Company, Chicago, and Alfred W. McCann, chairman of the grievance committee.

The proposed PRINTERS' INK statute is receiving the cordial support of many trade papers, which not only reprint parts of the articles on the subject, but comment editorially in support of the movement.

The Indicator, a paper in the musical field, published at Chicago, devotes the leading editorial in the issue of December 2 to the subject, besides a leading article containing a summary of Mr. Romer's articles and a copy of the proposed statute. The editorial follows:

Members of the piano trade who are interested in getting a square deal for the better class of promotion will gain something by keeping in touch with the campaign of the Associated Advertising Clubs of America against misleading advertising. In this connection, the work of Editor Romer of PRINTERS' INK in behalf of uniform legislation and the enforcement of laws against misrepresentation is of great importance, and of special interest to the trade, inasmuch as Editor Romer was at one time at the head of the Aeolian company's advertising department and is therefore conversant with trade affairs. As a part of the campaign, a series of articles is being prepared by *The Indicator*, setting forth conditions relating to advertising as a means of clearing the public mind of misconception regarding pianos and piano values. Ignorance on the part of the public is the basis of a good deal of deception. If the trade chooses to educate the public, as certain concerns have done and are doing, it can do much toward eradicating such evils as are most evident at the present time. Not the greater part of bringing about a reform is the pointing out of the evil. Yet it is an important part and *The Indicator* proposes to do its share by taking up trade publicity that should be criticised and discussing it in its relation to the interests of the trade as a whole. The passing of the con-

YOU CAN TALK TO

ALL CLASSES—

ALL THE PEOPLE


ALL THE TIME

only by using

Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to **ALL** the people for **LESS** THAN HALF it will cost you to talk to **HALF** OF THE PEOPLE any other way, or all other ways combined. We mean **JUST THAT**.

 Read it again—analyze it!

Street Car Advertising is **SUPREME** as the most **ECONOMICAL** and most **EFFECTIVE** National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

WESTERN OFFICE:
First National Bank Bldg.
Chicago

HOME OFFICE:
Flatiron Building
New York

PACIFIC COAST:
California Street
San Francisco

test scheme seems to have left some piano merchants stranded for new ideas of promotion and there has been a return to primitive methods of advertising of late that should be shown up in its harmfulness, not only to the trade as a whole but to the merchant who falls in with questionable methods of publicity. To expose the harmful nature of various schemes, as was done in last week's *Indicator*, will be a part of the work that this paper will continue to do. In this connection it is requested that those who note the use of questionable methods of retail advertising will clip the ads and forward them to this office.

In fact, the musical papers are strong in their active support of the movement. *The Musical Age*, which has been agitating certain reforms in the piano trade for a long time, prints Mr. Nims's opinion in full, together with frequent editorial comment anent the movement. *The Musical Courier Extra* not only reprints the text of the articles which appeared in *PRINTERS' INK*, but devotes a full page in the issue of December 23 to the text of the proposed statute.

In other fields the *Dry Goods Economist* devotes an editorial to the statute in its issue of November 11, and the advertising editor of *Power* fills his page in two issues with a discussion of the subject.

The list is not anywhere near complete, and is not meant to be. The only object in presenting this bird's eye view is to show the general trend of opinion toward what *PRINTERS' INK* stands for. To reproduce every letter received in support of the statute would leave room for little else in the issue, and to reprint every comment which appears in other publications would soon require a bound volume.

It is interesting, once in a while, to present the views of somebody who does not agree, as a contrast to the general trend of opinion, if nothing more. Therefore, as an antithesis to those editorial opinions evoked by the league, the following letter from the vice-president of the Houston (Tex.) *Post* is presented. It may be said, just as a sort of advance palliative, that if the passing of laws is to result in "besmirching" what they are meant to pro-

tect, some of our most highly commended efforts in the legislative line certainly need looking into. Does the law against counterfeiting bank-notes besmirch the photo-engravers? Does the pure food law brand anybody as a criminal except the violators of it?

I regret to say that I cannot indorse your plan.

First: I do not believe that advertising is so bad that it should be "branded" by a special law or censorship.

Second: You can rest assured that if such a law is recommended to various state legislatures, it will be amended to such an extent, by lawyer members, as to prove something entirely different from the law proposed.

Third: The law proposed would make it possible to harass the most conservative advertisers in the country and in fact every live business concern. There is practically no advertiser, who could escape embarrassment by jealous competitors or "Citizen Fix-its" under your proposed law, though of course they could not be convicted.

Fourth: Your grievance committee provision does not protect, as there could be no law which would make it compulsory to present a case to this committee.

Fifth: No man should be punished for doing through the public print what others are allowed to do verbally or through other methods. Why should a fraudulent advertiser be punished more than a fraudulent non-advertiser? Why in fact should we try to besmirch advertising by connecting it with fraud?

Sixth: We either have or have not laws sufficient to punish fraud of any or all kinds; why make a "scape-goat" of the advertiser? If such a provision is not already in force it might be advisable to make advertising competent evidence of intent to defraud, but any other competent evidence would be equally damaging.

To sum up—you could not get any set form of law passed by the various legislatures; any effort to do so will simply result in besmirching advertising and the further abridgement of the rights of advertisers to say or do through the public prints that which they do through other methods without the slightest criticism; such laws could only prove one of two things: a dead letter or a nuisance to the legitimate advertiser. The man intent on fraud would soon find a way to evade its provisions or depend on its inactivity while the advertiser who tries to meet competition would find himself embarrassed, if not ruined in business, by inconsiderate interference with legitimate business enterprise. Fraud should be punished wherever found, but laws will never make all people honest and advertising is not as a whole so dishonest as to require special laws for its regulation.

G. J. PALMER, vice-president,
The Houston *Post*.

RESULT OF KODAK VOTE ON PRICE MAINTENANCE

The following extract from an article in the January number of the Eastman Kodak Company's Trade Circular is an authoritative statement as to the policy of that company's relations with its dealers.

TERMS UPHELD

DEALERS PRACTICALLY UNANIMOUS FOR OUR PRICE MAINTENANCE AND EXCLUSIVE SALE POLICY.

There is to be no change in our sales policy as to patented goods.

Our dealers, by their recent vote, have gone on record as almost unanimously in favor of a continuation of our sales policy. Recent decisions of the United States courts have confirmed a number of similar decisions made during the past ten years, upholding the right of a manufacturer to control the resale price on patented goods.

With our dealers strongly in favor of our policy, with recent decisions upholding the legality of the price maintenance policy on patented goods, and with our own belief that such policy is fairest for all concerned—consumer, dealer and manufacturer, the course to pursue is plain: Our patented goods

are to be handled only upon the conditions given in our Terms of Sale, dated November 15th, 1911.

We have been confident all along that the general attitude of the trade was favorable to our policy. Had we not believed ourselves to be acting in harmony with our dealers, our policy would have been discontinued long ago, but even so we were gratified at the almost unanimous support received in the recent referendum.

Up to date 90¼ per cent of our dealers have voted and of the votes received, over 98 per cent are in favor of a continuation of our price restriction and exclusive sale policy.

LEAVES RAILROAD TO BECOME PUBLISHER

Albert Thompson, who has been connected with the Chicago & Alton Railroad advertising bureau for nearly sixteen years, has resigned and in January will issue a new publication called *Laughter*. He announces that it would be a "sixteen-page international illustration magazine of mirth."

George Holland, recently with the Newark *Star* and previously for many years connected with the New York *Press* and Pittsburgh *Leader*, has been made advertising manager of the Brooklyn *Times*.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

DETERMINING EDITORIAL POLICY OF THE HOUSE- ORGAN

SOME QUESTIONS WHICH THE RESPONSIBLE MAN MAY WELL ASK HIMSELF—FINDING CHIEF POINT OF CONTACT AND MAKING MOST OF IT—THE READERS AS PARTNERS IN THE PUBLICATION

By F. C. Kuhn,

Editor of Magazines, The Sherwin-Williams Company, Cleveland.

One of the first things in house-organ journalism to consider besides the general make-up and typographical arrangement of your publication is the establishment of a definite editorial policy. Frequently this is suggested by the class of customers to whom your appeal is directed or the kind of product or service in which you are endeavoring to interest them, but nevertheless the course to follow should not be decided without proper discussion and consideration; for once adopted it must be adhered to as closely as possible. There are certain definite impressions to be created in the minds of the recipients and it is the cumulative effect resulting from the persistent appeal of the house-organ which will accomplish this for you.

The two principal factors to affect your decision will be the purpose you desire to accomplish by your magazine and the class of trade among whom it circulates. We can consider the first by asking: Do you expect to make direct sales from the house-organ; elicit inquiries concerning the commodities mentioned therein; or merely use it as a means to keep in touch with the trade during the intervals between visits of your traveling representatives? This does not, of course, embrace all the purposes of the house-organ, but covers the general classification, for it has been estimated that seventy-five per cent of such publications are directed to the retailer.

There is a great danger in soliciting direct sales through the house-organ unless the matter is

handled in a diplomatic way. As this often places the magazine on the same level as the catalogue, in time it may come to be looked upon as such and we all know that a man will not do more than glance hurriedly through a price-list unless he is at the moment actively interested in the products mentioned therein. Most of the manufacturers who publish a house-organ have found that their purpose is better accomplished, not by soliciting direct orders, but rather by suggestion—giving the merchant sales plans and showing him ways in which to dispose of the manufacturers' goods profitably, and it is here that the greatest force of the house-organ is felt.

The pages of the individual magazine give the manufacturer a wonderful opportunity to show that he is interested in the welfare of his local distributors by telling them how they can increase their sales in his products. Among the house-organs published for the dealer many are designed for the sole purpose of sustaining the interest of the recipient and they are often the only means of communication other than the occasional correspondence between the merchant and manufacturer and perhaps a visit from the salesman every six months or so. Where it is desired to mention certain products together with their prices, the publishers who have separate advertising pages for this purpose seem to have found a splendid solution to this problem.

CONSIDER THE CLASS YOU REACH

The next thing to be considered is the class of trade you wish to reach. There is a great difference between interesting the architect or professional man and the owner of the country hardware store. The trade you appeal to will not only determine your editorial policy to a certain extent, but the general make-up of the magazine, because while an unpretentious folder that is brim full of ideas and suggestions is what the retail merchant wants, the architect or doctor would carelessly

drop it into his waste-paper basket without inspecting it—if it were successful in reaching his desk. The latter class of trade must be appealed to primarily through their artistic sense; the selection of cover stocks, designs, typographical arrangement, inks, etc., in such magazines play an important part.

So there are many things to influence the editorial policy of the house-organ, but it devolves upon you alone to decide whether it shall have one of two definite objects in view, viz.: Shall it be instructive or entertaining, or the combination of both? It is true that you can only interest certain classes of trade by having your magazine a source of amusement or light reading, but the majority are looking for ways in which they can increase their business and incidentally make more money from it. In the case of the retail storekeeper, sales and advertising plans, comprehensively worked out suggestions for window displays, etc., generally seem to be the point of contact, and there are lots of other things about every business that the recipient will read eagerly. As Elbert Hubbard says, "You should not expect the public to read the thrilling and elevating tale of a pail of lard without at least a fair exchange in the way of ideas," but this does not mean that it is necessary to go outside of your business to obtain these interesting facts. The whole thing is digging them up.

READERS AS CO-EDITORS

We have heard much in advertising about talking to readers in their own language and this applies with special emphasis to the house-organ. If your readers be mechanics you must not use the same phraseology as in addressing college professors, and vice versa.

Additional interest can be frequently aroused by having your readers contribute articles to the pages of your house-organ, for nothing interests the trade more than to learn of actual experiences from their contemporaries.



One general advertiser after another is "discovering" the **UTICA SATURDAY GLOBE**.

Some of them tell us it solves a difficult advertising problem for them—enables them to reach most desirable territory quickly, effectively, economically. **THE UTICA**

SATURDAY GLOBE

published at Utica, N. Y., for nearly 30 years, has a regular circulation of more than *one hundred and forty thousand copies* each week, and every one of them means a home. Not highway and byway-headline read circulation—but whole family reading. Tersely, but fully told news stories of the week, literary contents of magazine quality, all splendidly illustrated.

For sales promotion—or an introductory advertising campaign covering interior New York state, and the New England states, the **SATURDAY GLOBE** has no equal, either from the standpoint of economy or effectiveness.

We can prove it, and it looks like good business on your part to give us an invitation to lay the proofs before you.

We are at your service, anytime, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

ACCOUNTS THAT AGENCIES REJECT AND WHY

SOME MIGRATORY ACCOUNTS ARE
NOT WELCOMED BY AGENTS WITH
OPEN ARMS—SELF-DENIAL THAT
PAYS—REMUNERATIVE TRUTH-
TELLING

By Charles W. Hurd.

III.

In canvassing the causes why some advertising accounts are not acceptable to some agencies, we must reckon with the large number of accounts that will not "stay put"—which travel from agency to agency seeking that mythical, faultless service and wonder-working power.

It is not easy to locate the most frequent cause of these itinerancies. Sometimes the agencies are at fault; often the advertisers are unreasonable in their expectations or demands; sometimes it probably is just pure *wanderlust*.

In any event, the experienced agent no longer gathers them unquestioningly into his arms. He is more likely to cast up the advantages and disadvantages of playing temporary host to these propositions and perhaps to reach the conclusion that it does not pay to take them in where there is no actual and substantial grievance at bottom, and only a vague dissatisfaction, generally attributable to the personal equation.

The agencies which take this stand probably are small in number but they are among the larger and more important in the field. It is almost a fixed policy with one prominent agent in the East.

An advertiser called on this agent recently to say that he believed he was not getting the results he ought to be getting and that he would like to see how much better a new agent could handle the account.

"I cannot put my finger on any special weakness in the campaign laid down for me," said this advertiser, "but I have the feeling that the whole thing needs speeding up. There are other things, but that one statement covers them."

"Your present agency is a good agency," replied the agent, "though I don't know that it is any better than the one you had last year or the year before, but I will look over your data and tell you what I think."

He did so and reported later that there was nothing to be gained by making a change.

"The work is well done," he said, "and I do not see how I could improve on it. If the campaign is followed out faithfully on this line there is no reason why you should not get results in due time."

The basis on which the agent decided the case for himself was that unless there was at the start some plain indication of a better way to handle the advertising, then there was no guarantee that he himself would not lose it in another year or less. Where was there any prestige in that prospect? Handicapped as it was by its reputation, the account to a large agency, was simply not worth the trouble of bothering with, and it was not a small account either.

STANDING STRAIGHT FOR PRINCIPLE

Another agent has gone even farther than this. When an advertiser comes to him with a story of inadequate results, he hears the story and gives due weight to the evidence. If the advertiser really has had shabby treatment, that is matter for serious consideration. But if, as so often happens, it is simply the plaint of an advertiser who is in too big a hurry to see results and who, perhaps, is failing to do his own share toward securing them, then the agent consulted makes it a point to secure light from the agent complained of. He calls him up by telephone and asks:

"What's the trouble between you and Smith? He has asked us to take his account."

The two agents then compare notes with the result that the second agent notifies the advertiser that he is receiving good service from the first agent and had better continue.

In most cases, the advertisers


Collin Armstrong Advertising Company

115 BROADWAY
WHITE BUILDING

NEW YORK
BUFFALO, N. Y.

The business of bringing producer and consumer together effectively and at a minimum cost is one of the most important economic services of to-day.

This we undertake to do by planning and executing sales and distribution campaigns.



President.

To Publishers:

Please change our address to
115 Broadway, New York

Speaking of the AMERICAN MAGAZINE:

The advertiser who
desires buying con-
viction rather than a
volatile response, will
be satisfied with the
American Magazine.



ADVERTISING DIRECTOR

EDITORIAL BULLETIN



Another delightful Edna Ferber
story "That Home-Town Feeling"
in the January American

take the advice. They have no real reason for transferring the account, but have simply become uneasy and all that it is necessary to do in the premises is to remove their doubts.

This appears to be a sensible way out of the difficulty. There is no gain in switching accounts without cause, while there is a decided gain all around in having them retained under the circumstances described. The conscientious agent wins the respect of advertisers and professional brethren alike, and the whole field profits by the transaction.

Is it possible for an advertising agent to stand up any straighter than the agent here described? Well, there is at least one man in New York City who has come near doing it.

"Jones is the new advertising manager for Brown, Robinson & Company," a friend of this agent telephoned him one day, "and I happen to know he is not keen on favoring their advertising agents. If you get after him now, I believe you can pry them loose and grab off the account."

"My friend," replied the agent, "I appreciate your kindness and you know it, but I want you to know, too, that I do not do business that way. The agents you mention are decent professional friends of mine and I am not going to take advantage of this information to steal away their account before the new manager gets the seat of his chair warm. When I go after that account I will go after it on the basis that every one else does."

"With a brass band, eh?" asked his friend.

"Not at all. It's simply the decent thing to do. I don't want the reputation of 'grabbing off' accounts. I want to do business the right way and there are enough people doing it that way to make it an object for me to do as they do."

The average man in business can only see the self-denial in conduct like that. They cannot see the rewards that go with it.

In the case of a man of the same type as the agent just re-

ferred to, the reward did follow close.

The manufacturer of a medium-priced automobile became possessed of a notion that he could break into the quality field and establish prestige there for his product. He asked a number of the agencies to recommend plans as to the best way of accomplishing it. The bare suggestion was enough to set most of the agencies at work on the idea without further inquiry, and within a few days the plans began to come in.

Then at the expiration of a fortnight there arrived a different kind of a letter. It was not one of smooth assent and plentiful promise. In the words of the manufacturer, it read him the "riot act."

"Why," it said, "you can't secure any quality prestige with your machine, and you haven't got any right to expect it. Your car is not a quality car. It took no investigation at all to find that out, but I have made inquiries in various parts of the country and I learn that your salesmen are having to resort to all sorts of schemes to get the machine into the hands of prospects. It is simply impossible to do anything with the proposition along the lines you propose, and it would be suicidal to your advertising appropriation."

"But you *can* do a lot with the proposition along another line, and if you seriously want to know how, I shall be glad to tell you."

"And," said the manufacturer in recounting the story, "I almost broke my neck getting to the telephone to tell that agent to come up and take the business, *quick*."

The agent took the business and has "proved up" his diagnosis.

Were the other agents dishonest in humoring the advertiser and reaching out for his appropriation? Not necessarily. They were not thorough, perhaps. Or, shall we say, not *imaginative*? Because it takes some imagination to see more and bigger and better business behind the immediate business you are turning away.

THE highest-priced, oldest, best-printed and most influential "Small Town" medium, and the one edited primarily for church-goers (*the best element in any small town*), is the

Christian Herald

To cover a new territory, advertisers select *first* that magazine whose readers buy most and hence influence dealers most.

That magazine is naturally the highest-priced, oldest, most influential, best-printed magazine and the one edited exclusively for the best class of people in the territory covered.

Christian Herald

300,000 Circulation Guaranteed

H. R. REED

Chicago

NEW YORK

Boston

QUICK SENSING OF COMPETITOR'S UNGUARDED SPOT

ONE COMPLACENT MANUFACTURER THAT UNDERESTIMATED THE GENERALSHIP OF A SMALLER ADVERTISER WHO CONCENTRATED ON WEAKEST LINK IN SELLING CHAIN—HOW GAS COMPANY MET COAL COMPETITION

By Chalmers Lowell Pancoast.

The manufacturer who is disposed to regard the smaller competitor as negligible, should first ask himself if his promotion campaign is "wedge-proof."

This point is well illustrated in the experience of two competing shoe manufacturers in Minnesota who were straining every nerve to win in the battle of conquering markets. The president of the large concern called upon the owner of the small one and offered to buy him out. But the small manufacturer refused to sell.

In order to show their relative positions the large manufacturer, during the conference, drew a diagram that represented a battleground in which the forces of the large concern were arrayed against the smaller one.

In the campaign of the large manufacturer, magazine advertising represented the first weapon against the small concern.

"We spend at least \$200,000 a year against your few thousand," said he. "This does many things for us. It creates a demand with the public and forces the dealer to handle our goods. It establishes our house and trade-mark firmly. That is one of its strongest points. Then there is our trade-paper campaign, which is the most direct and inexpensive method of reaching the dealer. Through this medium we secure distribution. We don't beg dealers to handle our brands, but we tell them we are creating a demand and they will lose trade and money if they don't push our products.

"While these powerful factors are selling our goods effectively, we do not depend on

them entirely. Our campaign is further reinforced by our house-organ, which gives our dealers valuable information, practical plans and ideas for window displays, free advertising service, etc. Then there is our systematic follow-up to both consumer and retailer. In addition to all this we use billboards, street cars, and a large force of salesmen."

He placed the diagram before the small manufacturer.

"Look it over carefully," he said, "and beat that for a complete campaign if you can.

"Now let's finish the diagram," he continued. "Here's what you are sending out against me. Your magazine advertising is small; newspaper the same. Your trade paper advertising is only one-twentieth as strong as ours. And against our house-organ, follow-up, outdoor and street-car publicity, and salesmen, all you have is yourself and six salesmen."

This selling plan had been studied carefully and the large manufacturer had decided that it was perfect in every detail; that there was not a weak link in the whole chain of his selling campaign.

The small manufacturer took the diagram and began to study it carefully. The more he studied the plan the more he became convinced that there *was* a weak link. Finally he started a vigorous campaign which was intended to break the weak link that he had found in the so-called flawless publicity-chain of the large concern.

OVERLOOKED THE SHOE CLERK

In six months he had broken through the lines of the large concern and was carrying off much of the trade which it had regarded as absolutely its own. He told me recently how he had accomplished this.

"Here is the secret of my campaign," said the small manufacturer. He took out the diagram.

"You see the red mark in his line of defence," he said. "Well, that was the one weak link in my big competitor's chain. He overlooked the shoe clerk. I took this

diagram, after his visit, and studied it carefully. When I saw he had ignored the shoe clerks I decided my move was to enter his field through this unprotected spot.

I reasoned this way. The shoe clerks come in direct contact with the shoe customers. The clerks have a great influence on their customers. I know that nine out of ten people leave the selecting and fitting of a shoe to the clerk. I immediately began a campaign on the shoe clerk. I studied the most direct want of the clerks, and supplied it by furnishing them a complete course in retail shoe salesmanship, free of charge. I issued the course of six lessons, in small pocket charts. Naturally the subject matter covered my styles and lasts completely.

"At the same time I was teaching the clerks how to sell shoes. Important facts about my lines were woven into each lesson, so that while the clerk is being enthused over the possibilities of shoe salesmanship, he also becomes enthusiastic over my styles and the scientific construction of my lasts. This course in salesmanship has secured the good will and confidence of the clerks, and then my increased business shows that it has also secured their earnest co-operation.

"I have also found that the shoe dealers were deeply interested and grateful for my course of study which has educated and benefited their help. The personal influence of the retailer and his clerks is a tremendously powerful factor in selling shoes. The course in salesmanship will also be a good future business-getter. You cannot tell how many of the clerks of to-day will be the owners of the stores to-morrow."

It often means a loss to neglect the clerk or salesman. While complete and thorough distribution is secured by appealing to the dealer and consumer, yet it is more complete when the clerk or individual who comes in personal contact with the customer is considered in the campaign.

More expert attention is given to details for meeting competition by the People's Gas Light



Everybody is talking about
ADVERTISING

OF

ADVERTISING

BUT

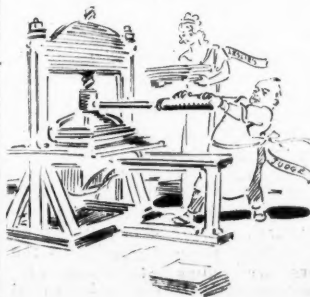
Leslie's Weekly

and

Judge

ARE DOING IT

See this week's issues



Company of Chicago than any other department of their selling campaign. This concern has nearly 400,000 customers in the city of Chicago and in the last year it has spent \$100,000 on one seemingly small detail of its great campaign in meeting competition.

That small detail is to educate people to use *less* gas and save money.

IN THE PUBLIC SERVICE FIELD

The People's Company has lost money in the sale of gas per capita since this campaign was started, but, on the other hand, has induced more and more Chicago people to use gas for both lighting and cooking.

The first aim in the People's Gas Company's plan of meeting competition has been to create a demand and appreciation of a new type of gas-burning stove. The former plan of this company was to sell large quantities of cheap appliances on the old-plate stove style. This required at least four fires to cook a meal which made the use of gas a very expensive proposition in the average home.

The managers of the company realized that if they were successfully to meet the competition of coal it was necessary to meet the demand for cheaper fuel in a larger number of homes. The solution of the problem was found in not reducing the *price* of gas, but in reducing the *amount* of gas consumed, thus converting more housewives to the use of gas.

A new style of a cabinet stove was accepted to bring about the solution of the fuel problem. Instead of requiring four fires for a meal the new "double" oven type of stove permitted the meal to be cooked in two ovens, but with one and the same flame. All the heat that formerly went to waste on the hot plate stove was used in the new style of stove.

As soon as this stove was placed on the market a big newspaper campaign was started to hammer this "big idea" into the minds of Chicago people.

A special style of educational

reason-why copy was used in nearly all the Chicago newspapers. The ads were of a uniform size, ten inches across three columns. One advertisement might attract attention through such a headline as "How Would This Dinner Taste Next Fish Day?" Then would follow a displayed list mentioning broiled fish, panned tomatoes, new potatoes in cream, corn bread, batter pudding and strawberry sauce. On reading the advertisement the house-



The Secret of Shorter Kitchen Hours

Look at the picture—and particularly notice that both ovens are being used. This housewife cooks her meals in half the usual time.

The secret—This "Double Oven Cabinet" Range has a clever burner arrangement that makes it possible to cook from five to eight things all at once with one fire.

This burner arrangement heats both ovens and warms the fast double work. No worry, no heat, no smoke, all steam and odor passes up the flue pipe. The ovens are high enough to be reached without stooping; have spring balanced doors that set no shivers when open, and the oven walls are lined with asbestos to prevent waste of heat.

This month is the best time to replace out-of-date kitchen equipment with one of these wonderful cooking appliances.

Just before Spring cleaning—while our stock is new and big. This type of range has so many new features and obvious advantages that it is rapidly supplanting other styles.

We sell these stoves on very liberal terms and in every case we deliver, install and connect them absolutely FREE.

You are welcome to inspect this appliance at any of our salesrooms in suburban locations in your neighborhood.

THE PEOPLES GAS LIGHT & COKE COMPANY
Peoples Gas Building, Michigan Boulevard, Chicago

A TELLING APPEAL TO THE WOMEN

wife learned that the time required to cook in a "Double Oven Cabinet" range was only thirty-five minutes. And if she cooked it according to the gas company's directions she would not use more than two and one-half cents' worth of gas.

The newspaper campaign also included advertisements giving valuable instructions in cooking. The lighting competition was taken care of more easily after a housewife had been won through having the cooking problem solved for her.

Following out the idea of educating the public to the economical use of gas the People's Company started another newspaper cam-

campaign announcing the free public demonstration of "Paper Bag Cooking." The point emphasized was that the saving in fuel would amount to at least forty per cent, for the reason that much less time was required to cook the food than in the old way. During the week the advertising campaign was running the gas company employed experts to show patrons how to use the bags, and a large trial package of bags with complete instructions were offered to each visitor at the advertised bargain price of twenty-five cents. It is said that every department of the business was stimulated by this concentration on the "big idea" which on the face of it would benefit only one department. Moreover what appeared to be overwhelming competition was, by quick use of it, fought off.

SHERMAN ACT INVOKED IN SUIT
OF WALTHAM WATCH CO.
VS. KEENE

Answer was filed December 22, in the United States Circuit Court, New York, in the suit of the Waltham Watch Company vs. Chas. A. Keene. It will be remembered that the Court had previously overruled Keene's demurrer, thereby upholding the Waltham Watch Company's right to maintain prices upon articles covered by patent.

The chief point of interest in the answer is the allegation that the purpose and intent of the complaint in seeking to fix the retail and wholesale price of watch movements known as size 16 "Riverside," and in requiring and seeking to require the wholesale dealers of such watch movements sold by the complainant concern to maintain a price fixed by a contract with the complainant and the so-called contract notice or conditions of sale as contained in the paragraphs referred to, is part of an illegal scheme and combination in restraint of trade made by or said to be made by the complainant with the wholesale jobbers and dealers in watch movements throughout the country and is in violation of the Sherman Anti-Trust Law, an act to protect trade and commerce against unlawful restraints and monopolies, and it is claimed is, therefore, to be void.

Further answering the bill of complaint, the defendant alleges that any and all conditions and agreements of sale and resale of size 16 "Riverside" movements made by the complainant concern with jobbers and wholesale dealers of this movement are void as being in violation of the Sherman Anti-Trust Law.

The
**Atlanta
Journal**

Atlanta, Ga.

52,746 Daily

58,608 Sunday

102,114 Semi-Weekly


The foregoing figures show the sworn, net average circulation of The Atlanta Journal from January 1 to December 31, 1911.

For December the circulation was 52,581 Daily; 61,187 Sunday; 107,694 Semi-Weekly (215,388 per week).

**The Journal covers
Dixie like the dew**

THE STATES UPHELD BY THE ASSOCIATION

The States is the only Newspaper published in the city of New Orleans that during the last year published a sworn statement of its circulation. The Association of American Advertisers has found our own compiled statement correct. This should prove a sug-



CERTIFICATE OF NO 1056 CIRCULATION

ASSOCIATION OF AMERICAN ADVERTISERS

This Certifies that this Association has examined
of the The Daily States
New Orleans, La.

covering a period beginning with the first day of May
and ending with the thirty-first day of October. And
verifying the same from the press-room books of record and
finds that the average number of copies of each issue circulated
Twenty-seven thousand, three hundred and fifty one (\$27,351)
Twenty-seven thousand, three hundred (\$27,300) each Sunday
and that for the month of October. And
the average number of copies of each issue circulated
Twenty-eight thousand, five hundred and three (\$28,503) each
Twenty-eight thousand, nine hundred and thirty-four (\$28,934)
excluding all returned, unsold and waste copies

This Certificate is valid only in its entirety

Dated, New York, December 16th 1916

(FOR DETAILS OF EXAMINATION SEE REPORT ISSUED)

ASSOCIATION OF AMERICAN ADVERTISERS

Recognition of importance to the National Advertisers who are coming South in 1912 with their advertising. Circulation now over twenty-nine thousand (29,000). "THE STATES HAS QUALITY AS WELL AS QUANTITY."

STATES STATEMENT

Oct.—	Copies.
1.....	28,244
2.....	28,091
3.....	28,265
4.....	28,399
5.....	28,584
6.....	28,408
7.....	28,282
8.....	28,804
9.....	28,393
10.....	28,353
11.....	28,431
12.....	28,321
13.....	28,734
14.....	29,130
15.....	29,566
16.....	28,888
17.....	29,180
18.....	28,729
19.....	28,580
20.....	28,391
21.....	28,503
22.....	29,229
23.....	27,857
24.....	28,974
25.....	28,596
26.....	29,213
27.....	28,686
28.....	28,844
29.....	29,551
30.....	29,085
31.....	29,333
Total	889,544
Average.....	28,695

It will thus be seen by these figures that The States has made no wild or extravagant claims for circulation that it did not have, the slight variation of 120 papers being copies that are furnished files for public reading in office, copies distributed to advertising solicitors and reporters, and papers given to the messenger boys carrying telegrams and copy to office. The examiner did not take these into consideration.

S. C. Backwith & Co.
Foreign Representative,
New York and Chicago.

THE PAPER THAT BRINGS RESULTS

the Coca-Cola Company of \$600,000 was told to the soda fountain operators and druggists at the beginning of the spring season, and the advertising of the advertising of the popular drink was exploited in full pages in the trade journals

That marvelous new Ever-Ready dollar outfit—backed by \$50,000.00 spent in magazines and newspapers this fall, is creating the most sensational demand in the history of safety razors. "Stick to the Ever-Ready and you won't get stuck."

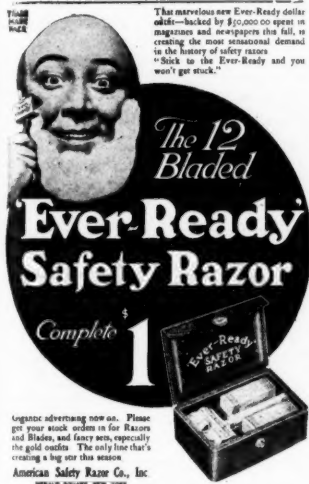
The 12 Bladed

Ever-Ready Safety Razor

Complete \$1

Logistic advertising now on. Please get your stock orders in for Razors and Blades, and fancy sets, especially the gold outfits. The only line that's creating a big stir this season.

American Safety Razor Co., Inc.
HERALD SQUARE NEW YORK



TIPPING THE TRADE OFF TO THE ADVERTISING

covering these fields. The Van Camp Packing Company does not forget in talking to the grocers through the trade papers to say regularly, "Our extensive advertising makes it easy," and the makers of the Ever-Ready safety razor are using pages in the trade publications covering the fields in which they are interested to assert, "The marvelous new Ever-Ready dollar outfit—backed by \$50,000 spent in magazines and newspapers this fall, is creating the most sensational demand in the history of safety razors."

One would think that the general advertising of the Oneida Community in the magazines would have made it unnecessary to tell the trade about it; yet we find the concern using double pages in the journals reaching its dealers to reproduce copy running in the magazines and say, "This advertisement, giving names of

pieces and prices, will be seen by millions of women and will create a big demand for Reliance plate. It is up to you to supply this demand."

The jewelry papers are also carrying ads of the Hamilton Watch Company, of Lancaster, Pa., in which are reproduced advertisements which are going into the magazines. In fact, the reproduction practically monopolizes the space on the page, the company stating its case to the dealers succinctly in the words: "This is one of a series of twenty-seven advertisements that will appear in

On the Page Opposite

we show an

ONEIDA COMMUNITY RELIANCE PLATE

advertisement to appear in December in McCall's Magazine, The Designer, etc. We have taken this method of introducing our new LA ROSE pattern in Reliance Plate to your customers.

This advertisement giving names of pieces and prices will be seen by millions of women and will create a big demand for Reliance Plate. It is up to you to supply this demand.

Order now of your jobber.

ONEIDA COMMUNITY, LTD.
ONEIDA, N. Y.

THE CONSUMER CAMPAIGN IS THE TEXT OF THIS PART OF A TRADE JOURNAL SPREAD

the popular journals of the country commencing with the September issues, with a total circulation of more than 7,000,000 copies."

"No chance to substitute," seems to be the implication in the dealer copy which is running in papers covering the paint and hardware trades, telling about Berry Bros.' advertising campaign. A recent ad was headed, "This is the varnish label that is well known outside the trade," while the desirability of stocking up with goods of this character is emphasized in the

sentence, "With the constantly increasing use of varnish by the general public, it is not enough to have a varnish label known simply by dealers and a few painters. That is why we have been showing the Berry Bros.' label prominently, over and over again, in our big-space magazine advertising."

Manufacturers who have just begun to advertise have found it good policy to follow up their general publicity with dealer copy at the outset of the campaign, so as to influence sales at the beginning

are using big space to tell a big story in a big way."

The work which the manufacturers are doing in telling their retail dealers about their publicity efforts is an important part of the "advertising advertising" campaign which is making itself felt through advertising talks in the newspapers, addresses to magazine readers about advertising and similar propaganda. The dealer who is not interested in advertising is aroused to the fact that the biggest houses in his trade are spending money to let people know about the goods he has on his floor or shelves, and he is inevitably impressed with the efficacy of the printed word. The dealer, who is already keenly alive to the possibilities of advertising, frequently as the result of his efforts in his own community, seems to be affected to a greater extent by this approach than any other argument which could be made to him, other things being equal.



ACQUAINTING THE MERCHANT WITH AN ADVERTISED REPUTATION

of the season. A manufacturer of farm goods carried out this idea recently by illustrating his trade-paper ad with a picture of a bundle of orders being conveyed from the factory to the dealer as the result of inquiries produced by the general advertising.

DON'T PROMISE TOO MUCH

The tendency and possible danger is to promise the dealer too much as the result of the campaign, for in the ad referred to the assertion is made, "We have just commenced the largest and most powerful advertising and selling campaign on Star barn equipment ever attempted. We

LOST! \$40,000.00

By one unerring blow Park's Floral Magazine suffers a loss of patronage to exceed \$40,000, because in accordance with our new policy we have decided to decline all medical advertising. This decisive step was taken to bring our advertising up to the standard of excellence maintained by our editorial policy, which is necessary to keep good faith with our more than 600,000 paid subscribers.

We consequently solicit advertising more suitable for our columns.

Park's Floral Magazine is a home magazine in every particular, devoted to floriculture, and is read by the home purchasing power—the woman.

Fully 70% of our subscribers have the prefix "Mrs." which is self-significant.

This is the ideal opportunity for you to put your product before one who really buys.

Rates and proof of circulation upon request.

PARK'S FLORAL MAGAZINE

FRANK B. WHITE
Vice-Pres. & Adv. Mgr.

326 W. Madison St., Chicago

TOLEDO AD CLUB PREPARES FOR DISTRICT CONVENTION

The 1912 convention of the Central District of the Associated Advertising Clubs of America will be held in Toledo, Ohio, June 13 and 14.

Many of the foremost advertising men of the country will be present, and the newest advertising ideas will be presented by experts in the various branches of modern publicity.

Arrangements have been made for a meeting in Toledo, January 11, of the officers of the Central Division to confer with the Toledo Club on convention matters.

David P. Gibson, of the Ohio Farmer, Cleveland, and ex-president of the Cincinnati Ad Club, was present on Thursday night, December 14, at a big buck dinner and rousing meeting of the Club at which the ball was started rolling for the convention.

Following is the list of the new officers and committees of the Toledo, Ohio, Ad Club: Lewis H. Clement, president; Blacque Wilson, vice-president; H. B. Van Sickle, secretary; R. B. Wooley, treasurer.

MORRISON'S NEW CONNECTION

Frank E. Morrison, recently advertising manager of *Success*, which has just been put into the hands of a receiver, has been appointed advertising manager and general sales agent of Thomas F. Condon & Co., machinery

manufacturers located in the Bush Terminal, Brooklyn. He has for some time been financially interested in the company, which manufactures machinery for wrapping and sealing packages and rendering them dust, moisture and germ proof.

KOPALD BECOMES ADVERTISING MANAGER

Will R. Kopald has resigned from the Charles H. Fuller Company, Chicago, to assume his new duties with the Allen B. Wrisley Company, Chicago, as advertising manager and assistant sales manager. The change takes place January 2, 1912.

The Wrisley account was handled by Mr. Kopald when he was with the Fuller Company.

FRISBIE LEAVES SYRACUSE

Myles T. Frisbie has resigned as advertising manager for the L. C. Smith & Brothers Typewriter Company, of Syracuse, to accept a similar position with the Knapp Company, of New York, one of the allied organizations of the American Lithograph Company. Mr. Frisbie was recently elected president of the Syracuse Advertising Men's Club.

Edward L. Suffern, of New York, president of the American Association of Public Accountants, addressed the meeting of the Cleveland, Ohio, Advertising Club, December 22.

DO NOT STRIKE

the religious paper from your list simply because it is a religious paper.

The Sunday School Times is frankly and gladly as good a religious paper as its management can make it.

But The Sunday School Times does not for a moment accept the inference that because its hundred thousand readers are mostly Christian workers, they live outside of the great current of human interest, and are without every-day material needs.

They are in fact, busy, clean, up-to-date, above-the-average folk, living the active life of the typical American community.

Many advertisers, courageous enough to ignore mere "drift" and unreasoning guess-work advice, continuously choose The Sunday School Times as their most convincing way of reaching a very strong and large following of buyers (a field distinctly its own).

Possibly you would, if you knew The Sunday School Times thoroughly. Will you let us give you the facts?

THE RELIGIOUS PRESS ASSOCIATION, Advertising Representatives
Witherspoon Building, Philadelphia
Monadnock Block, Chicago

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1882 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. A. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1205 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, Jan. 4, 1912

Broadening the Business Base

In an editorial published some months ago, PRINTERS' INK called attention to the significance of some statistics gathered by a financial journal showing a marked tendency towards the wider diffusion of ownership of industrial corporations. This, it pointed out, was a fact of much hopeful interest to the advertising and business world, because it seemed to show that the base of the business pyramid is broadening; that it is becoming more and more stable.

The earlier figures given are now confirmed and amplified by the annual canvass just made by the *Journal of Commerce*, New York, of the number of stockholders in the principal large corporations in the United States.

The canvass covered 143 industrial corporations and ninety-one railroad corporations. The 143 industrial corporations have a capitalization of \$5,250,000,000. Their stockholders number 590,828 and have an average of

eighty-nine and three-eighths shares each. The capital showed an increase of \$61,810,904, or slightly over one per cent, and the number of stockholders was larger by 35,321, or six per cent. As compared with this the increase in railroad capital was two per cent, and the increase in the number of stockholders eight per cent.

Following is a list of corporations whose stock lists have been increased by 1,000 names or more:

Companies	No. Stockholders over 1911	Increase 1910
Amer. Tel. & Tel.....	44,259	3,971
E. I. Du Pont de Nemours Powder.....	3,084	1,000
General Electric.....	10,500	1,000
Giroux Con. Mines.....	4,800	1,300
Int'l Cotton Mills.....	1,302	1,085
Int'l Harvester.....	4,687	1,313
Lehigh Coal & Nav.....	5,565	1,048
Swift & Co.....	18,000	4,000
U. S. Steel Corp.....	*122,500	7,500
Va.-Caro. Chemical.....	5,724	1,140

*Approximately.

Suggestive as the figures are they would have more point if we could only be sure that they indicated something more than the transfer of a few loose shares, as among employees. If there were only some evidence that this movement was the beginning of the oft-predicted dispersion of the very big estates, we should feel that some part of the industrial problem was automatically working out a solution for itself.

But there seems to be no more reason for reading this into the figures than there would be by explaining the tendency as merely the effect or accompaniment of the business depression, the result of the big interests having unloaded on the public at top prices and now waiting till the lowest levels are reached before gathering them in.

Whatever the final explanation, we cannot go behind the returns. At this moment, there is a larger percentage of industrial shares in the hands of the people, and that is a good sign.

PRINTERS' INK says:

The trouble with exaggeration is that it establishes a rate of discount.

Preventing the Injury

One feature of the statute PRINTERS' INK is proposing for the elimination of dishonest advertising seems to need a little extra emphasis. It promises to afford the ounce of prevention which is proverbially worth a pound of cure.

Only last week we printed the account of a Chicago case, in which a fraudulent sale of bankrupt stock was stopped by order of the United States District Court, and the advertiser cited for contempt of court. At that time we pointed out how that action was possible only because the bankrupt concern was under the protection of the Federal Court, and that otherwise any proceedings against the fraudulent advertiser would have been possible only, if at all, after the sale had taken place, and after somebody had been swindled.

PRINTERS' INK believes in locking the stable door before, rather than after, the horse has been stolen, and that the proposed statute will go a long way towards accomplishing that very thing.

Burglary in any state is a crime. The possession of burglar's tools is construed by the courts as proof of criminal intent, and is suitably punished. Swindling is likewise a crime in any state, but the manifest possession of the tools of swindling (false advertising, for example) is not punished, and the crime must actually take place before any redress can be secured. And even then the injured party has a long road to travel to secure it, when the case rests simply upon statements set forth in an advertisement.

The PRINTERS' INK statute will make the mere uttering of the false advertisement a misdemeanor. The swindler can be punished for displaying swindler's tools, and the law will not impress upon the public the burden of actually sustaining an injury before the protection of the courts can be claimed. We hope—we believe—that the adoption of this statute will prevent the

injury, rather than attempt to cure it.

As a matter of fact, it is not difficult to foresee how a few convictions will make attempts at swindling through advertising extremely unpopular. When it is no longer necessary to prove an actual injury, and the mere fact of a misleading statement is enough to secure action, the profits from fake "sales" and the like will soon prove too remote to be very tempting. In brief, the result will be to stop the harm before it happens, which is much better than trying to patch it up afterwards.

PRINTERS' INK says:

Some men are like typewriter ribbons. They give out only what is pounded into them.

Evangeliza- tion Through Paid Space

In the working out of the "Men and Religion Forward Movement" we see the Church in the attitude of an advertiser. Not that paid church advertising was unknown before the leaders of this movement placed themselves on record in its favor, but the instances were isolated—a church here; a clergyman there; and while it is difficult to speak of the relation of any subject to the Church as a whole on account of the wide variance in the methods of the many divisions, it is probably safe to say that there has been and still is pervading all branches the feeling that the newspapers should gladly devote their space *gratis* to the extent to which it may be desired.

This attitude immediately places the Church in the charity class. The defense is at once offered that the Church is an institution from which no financial gain is derived; that it exists for the spiritual and not for the temporal and that without the charity of its friends it could not long survive. To reason from such grounds that the Church should receive all its publicity in the news columns and never use space

for which it pays is poor logic. Perhaps the publisher has no interest in the Church and in that case he can not be expected to give up his good money-making space for a cause in which he does not believe; or, what is more likely, suppose he is a very active member of some religious denomination? Doubtless he pays of his means as "God hath prospered him" by liberal contributions in the regular channels; and why, pray, should his interest in religion be the excuse of every individual church in his city asking space free for one purpose or another?

The national leaders behind the "Men and Religion Forward Movement" evidently are of the opinion that the Church has no right to be in the charity class but, more than that, they seem to be also convinced that one of the great present needs of the Church is the use of paid advertising space in the newspapers. Under their endorsement William S. Power, of the Detroit Executive Committee, has prepared a campaign of advertising from the foreword of which the following is clipped:

The publicity campaign of the Men and Religion Forward Movement, comprehensive as it is, lacks an element that is absolutely necessary to insure success if it does not include some attractively displayed, carefully worded display advertising.

The news of the movement as it is being sent out and published will be read by those who are interested, but the great army of men who are not now interested are apt to skip all reference to religion just as they skip the fancy-work column and the cooking recipes on the woman's page.

The first and vital problem, then, is to command the interested attention of these, at present, uninterested men.

This can be accomplished quickly by talking to them first through the medium that they can best understand and appreciate—the advertising columns.

The course consists of a well-defined outline of an advertising campaign with specimens of ads, showing both text and display, that can be used by any advertising committee together with examples of ads planned for use in connection with the general Forward Movement in Detroit but which may be adapted to any city.

Waste in Consumer Advertising

"I see," says a correspondent, "that there is much talk about the waste that often takes place because a great deal of consumer advertising is done before goods are advertised to dealers and are so distributed that the consumer advertising can have its effect. Now, I should like to know if you think it is always possible to work consumer and dealer effort together, so that there is no waste. And I wish to know also if you think the national advertiser should stand the entire cost of the advertising and advertise the dealer as his local agent."

These are good-sized questions. PRINTERS' INK has to say that it does not think it is always possible to adjust consumer effort and dealer effort so nicely that plans are sure to move along successfully without any waste. We have not yet reached Utopia in our advertising efforts. Undoubtedly the trend of the times is toward working the two campaigns together as far as possible, so as to reduce waste, but to cut out waste entirely in every case is too much to be hoped for.

Many national advertisers, when first introducing their products, find it necessary to assume the entire burden of the advertising. When their goods are in fair demand, however, local dealers are usually willing to do their share. Retailers of Manhattan shirts, for example, advertise their stocks. The manufacturer in this case carries on a general campaign, but unless he were concentrating the advertising in limited territory, he could hardly undertake to publish the names of all his retailers, for they would run into thousands. On the other hand, some advertisers, whose list of retailers is small, can advertise the list of sales agents easily. H. J. Heinz does not find it necessary to give a list of grocers in any of his advertising. The circumstances of the particular case change these general principles of advertising so much that it is impossible to lay down a simple rule.

ADVERTISING AND THE TRUTH

Less frequently than the idealist would demand has there been frank facing of the ethics of the business carried on, and the results that would follow from careful scrutiny of methods and aims and a process of internal reform. Too often emphasis has been on markets rather than on morals, on profits instead of on ethics. The chief significance of the great convention of advertising experts gathered in Boston last summer was not in the high quality of its technical discussions, nor in the fine ideal of hospitality proffered by Boston and taken in the right spirit, nor in the splendid good fellowship that characterized the mingling of men from all sections of the country. Rather was it in the candor and directness of the self-criticism that the profession displayed, in the contrition for past derelictions that was manifest and in the resolute way in which plans were laid for stopping admitted abuses and setting about "uplift." No other gathering of business men has shown any corresponding degree of willingness to admit defects and to set about rectification without outside aid.

The moral quality that this convention of advertising men showed is recalled by the announcement that the Advertising Men's League of New York City has created a grievance committee before which evidence will come, from whatever source, as to dishonest advertising. Convinced that any agent or advertiser is guilty, this committee acting for the league intends to place its evidence in the hands of officials of the law, giving moral and financial support to prosecution. The Pilgrim Publicity Association of Boston is being urged to take similar action.

This policy, if carried out in every large center of publicity, would surely have a transforming effect. Imitated by other businesses, it would reduce the tasks of lawmakers fifty per cent. and at once give higher tone to the whole American business world. Discipline from within and not from without is what many American institutions most need. It calls for clear definition of right and wrong where now there is fog and haze. It demands courage where now there is too much cowardice.—*Christian Science Monitor.*

◆◆◆
SPACE CLUB'S TENTH ANNUAL DINNER

The Space Club of Chicago, whose membership represent trade papers, held their tenth annual dinner December 27. President Page A. Robinson was toastmaster and introduced the new president, Clinton Lampman. There were talks by State Attorney John E. Wayman and John U. Higinbotham, of the National Biscuit Company. C. L. Shuman gave the pleasing information that the Liquid Carbonic Company had decided to use trade publications as a result of a demand made by their traveling salesmen. A convention of the salesmen of the Carbonic Company was held at the same hotel on the same date.

Wanted for Leading Agency

Office Manager

ADVERTISING man—or woman—of *executive ability plus*. Expert on systematizing, accounting, estimating, rates, etc.

If you have ability, energy and ambition, this is your chance to be *somebody*.

But don't apply unless you have these things, together with the intention of staying on the job and becoming a *permanent part of the business*.

Address *Real Agency, Printers' Ink.*



READ THIS LETTER

MONKTON, MARYLAND.
3-in-One Oil Co., Feb. 3rd, 1910.
New York City.

Gentlemen:—Thank you for the sample of "3-in-One." After using it on a strop of at least 30 years' usage in the sharpening of a razor which was made 100 years ago, the effect was simply marvelous, sustaining in every respect all the claims set forth in your circular, "A Razor Saver for Shavers."

Yours truly,

A. R. MITCHELL, M. D.

3-in-One applied to strop and razor blade makes self-shaving a pleasure. Puts a fine cutting edge on any razor, safety or ordinary.

There's a reason. Send for scientific circular and FREE SAMPLE—or buy big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; trial size—10 cts. At any store.

3-IN-ONE OIL CO.,
12 Broadway, New York



THE

Brockton Enterprise

COVERS
BROCKTON
LIKE A
BLANKET

EVENINGS



FLAT RATE

35 CENTS PER INCH

CIRCULATION 12,700

POPULATION 60,000

THE BOOKLET THAT CARRIES ITS MESSAGE FARTHEST

(Continued from page 12)

request to colleges. Newspapers are seeking permission to reprint it, and it has been translated into Bohemian. Thus, "The Story of Bread" is making friends, and they are spreading its message.

The secret of writing and publication is to do a thing so well that others will want to share in the work of distribution.

THERE'S A TECHNICAL SIDE, OF COURSE

The make-up and printing of a booklet has much to do with its success. I think I am safe in assuming there will be no argument over this statement. A great deal of the popular favor now being accorded "The Story of Bread" is due to the initials and marginal sketches of Glenn V. Johnson. He illumined and emphasized the heart of the story, and in his cover design gave the booklet that human touch so essential to popularity.

During the past year the International Harvester Company of America has issued several good booklets. None was intended for such general circulation as "The Story of Bread," but each, in its own way, has served an excellent purpose.

"The Golden Stream" is of great value to those interested in the subject of dairying. It has been much written and talked about, and is being carried in the pockets of thousands of owners of cows.

"For Better Crops" is a compilation of original articles by agricultural experts. It deals with some of the more important farm subjects, shows how larger and better crops may be raised, and incidentally traces the wheat development of this country. This is a booklet of 160 pages, well illustrated.

The "I. H. C. Almanac" is an annual publication, and nearly 3,000,000 of the 1912 edition were distributed. This is a farmer's encyclopedia for every day in the

year. It contains some advertising, but this is so interwoven with the valuable information as not to be objectionable. Farmers keep the almanac, not only for the year of its issue, but for many years thereafter. Time and again it has proved its worth as a direct sales force.

One of the most costly and elaborate booklets ever thought out by this company is now in preparation. It is to be called "Harvest Scenes of the World."

If one has a story to tell, and then tells that story well, the advertising will take care of itself. Nowhere is the power of suggestion more powerful than in the booklet that is well done.

HITCHCOCK FILES ANSWER TO REVIEW OF REVIEWS

Frank H. Hitchcock, Postmaster General, has filed a formal answer in the United States Circuit Court to the complaint of the Review of Reviews Publishing Company in the effort to enjoin him and Postmaster Morgan from putting into effect a new postal regulation which provided for the transportation of second class mail, consisting of publications issued at intervals longer than bi-weekly, by fast freight trains instead of fast mail trains in the third contract section.

The Review of Reviews company alleged that the new rule was a discrimination against it, particularly because it did not apply to *The Outlook*, a publication which, although issued weekly, had one large issue every four weeks, which practically put it into the class of monthly magazines.

In his answer Mr. Hitchcock denied discrimination and said notice of the new rule was served on the seventeen hundred magazines affected long before it became effective. The handling of second-class mail, he added, caused the government an annual loss of about \$50,000,000, and the new regulation was one of the efforts to reduce that loss.

CABLE COMPANY'S NEW ADVERTISING MANAGER

Roy J. Cook, for many years manager of the correspondence department of the Cable Company, on January 1 assumed general charge of the company's advertising department. Mr. Cook succeeds Harry Jenkins, who is advertising manager of the West Disinfecting Co., New York.

The Thornton Advertising Company has been incorporated to do business in Chicago. The officers are James M. Thornton, George P. Mitchell and Karl Klausner.

A November Advertising Record

In November, 1911, The Record-Herald contained 2,210 columns of advertising, exceeding all previous records for this month in the history of the paper and showing a substantial gain, 187 columns, over November, 1910. The gains and losses of the Chicago morning papers in November, 1911, compared with November, 1910, are as follows:

The Record-Herald	Gain..	187	Cols.
The Tribune	Loss..	801*	"
The Inter-Ocean	Loss..	33	"
The Examiner	Gain..	12	"

The gain of The Record-Herald for eleven months of 1911 over the corresponding months of 1910 amounts to 1907 columns, far exceeding the combined gain of the other Chicago morning papers.

These comparisons are made from statements prepared by The Washington Press, an independent audit company.

*In November, 1910, The Tribune published three special issues containing a total of 383 columns of special advertising.

THE CHICAGO RECORD-HERALD
New York Office, 710 Times Building
J. B. Woodward
Eastern Representative

The Fact That

PHYSICAL CULTURE

is a class magazine devoted to health and right living, is the strongest reason we have for asking advertisers to use it. It is a point that should appeal to every intelligent advertiser because it signifies that the magazine is read with a distinct, well-defined object in view—that of physical and health betterment.

Advertising in a publication of such a character is never misplaced or wrongly directed.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation
Brings Returns

ADVERTISING FILLS RANKS OF DEPLETED REGI- MENT

THE "DUQUESNE GREYS" OF PITTS-
BURGH GET REQUIRED QUOTA OF
GOOD MEN—NEWSPAPERS BROUGHT
INQUIRIES FROM FAR AND WIDE

By Lawrence Griswold.

One day, a militia man sat thumbing through the advertising section of a well-known magazine. His eye was stopped by a half-page display, the gist of which urged young men to join the Navy, see the world, get a good education, and so on, at the expense of the U. S. Government. It was an attractive piece of copy and made a deep impression on the National Guardsman.

"Why can't that be applied to our regiment?" he surmised.

"We need four hundred men, and that's the stuff that will bring 'em," he concluded.

Then the citizen-soldier called the attention of several guardsmen to the idea of conducting a newspaper campaign with the view of filling up the regiment. Before they were aware, the "Duquesne Greys," of Pittsburgh, had their advertising campaign under way. It took several weeks to work the thing out, but obstacles were overthrown after a time.

HAD TO "SHOW" THE DOUBTERS

Here is where some of the trouble came in. While the U. S. Government has realized for quite a time that sincere and attractive display advertising is a mighty good thing for both branches of the service, the worth of the proposition has not yet dawned on the Commonwealth of Pennsylvania. So when the "Duquesne Greys" explained the advertising campaign to those higher up, a number of staid and faithful employees threw up their hands.

"We have enough to attend to without sinking the public's money in newspaper ads," was the way one of the state men replied.

Then the guardsmen decided that the show-them policy was

the one to adopt, and they did forthwith.

So the whole regiment got down to brass tacks. A publicity committee was appointed and the members called upon each daily newspaper publisher in Pittsburgh. The situation was gone over thoroughly with the newspaper men. The publishers were glad of this opportunity to demonstrate pulling power and offered to donate the space since the Commonwealth had not seen fit to contribute.

THE PITTSBURGH PRESS

A Frank Statement of Facts



THE COMMONWEALTH, assisted by public opinion, has built on Schenley Farm an armory for the Eighteenth Infantry, N. G. P., which is one of the architectural ornaments of the State.

The personnel of the regiment is at an ever increasing high standard. Any young man should be proud to be a member.

The regiment is offered by experienced men of education, culture, and refinement whose ability to teach their arms is their certificate of ability.

The regiment is now recruiting in its full strength made possible by the new armory. It wants young men of good character, who are able and ambitious. The compensation of a recruit will depend entirely on his work.

Members of the Eighteenth receive FREE military training, also practice, recreation in many such summer with pay, and the use of housing, food, garments, club rooms, and various social advantages.

For further information, address to call at the recruiting office, 413 Fifth Avenue, Pittsburgh.

GEORGETOWN DEPARTMENT, N. G. P.
413 FIFTH AVENUE, PITTSBURGH, Pa.
I wish to know more about the
Eighteenth Infantry, N. G. P.
Name _____
Address _____

REVIVING FLAGGING INTEREST IN THE MILITIA

Copy was prepared by a man from one paper. Space $7\frac{1}{4}$ inches by three columns was used in some mediums, while others gave space eleven inches by four columns. The first advertisement appeared in all of the papers on Sunday, November 19.

At daybreak on the 20th, the Eighteenth Regiment N. G. P., (for such is the official name of the "Duquesne Greys") opened its recruiting office at No. 413 Fifth avenue. The office chosen is in the heart of the business district.

Just as the sergeant in charge had finished turning the opening key on the morning of the 19th, a dozen men bounced through the door. They were young business

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

I am now permanently located in the

Hearst Bldg., Chicago

On April 15th I will open an Advertising Agency along special lines, particularly in the matter of personal service and personal supervision.

A few clients will have confidential relationship and my very best attention.

Preliminary correspondence or calls invited.

WILLIAM C. HUNTER

Hearst Building, Chicago



YOUR ART PROBLEMS

Unload them on us! Let us handle for you the troublesome details of getting the right illustrations for your booklet, catalogue, poster, newspaper or magazine ad.

Our company can be your own art department—either working under your personal direction, or originating unique conceptions. "Anything in Illustrations"—from technical drawings of the goods or photographs with attractive models to real pictures by artists of renown.

Two things on which we pride ourselves: Delivering on Time, and—Not Overcharging.

Advertising Art Co.

12 W. 31st St., New York

Phone 3614 Mad. Sq.

Phone us today and our representative will call tomorrow. He can show you what we have done for others and tell you what we can do for you.

employees who had left their beads early that morning in response to the advertisement of the preceding day.

DIDN'T FORGET WINDOW DISPLAY

While the first applicants were being examined, others put in the time looking over the attractive display of uniforms and accoutrements arranged about the sides of the office. Photographs of camp life and the ever-present Stars and Stripes gave the room a warm appearance.

Just as quickly as the lieutenant in charge could spare the time, he raised the shade in the front show window. Stacked guns, canteens, flags and more service photographs arranged with an artistic touch kept a crowd at the window from that time until late into the night.

All during the day the station was crowded and the jam continued during the evening. Interest was of the liveliest kind.

During the first ten days of the newspaper campaign (November 21 to 30 inclusive) the "Duquesne Greys" received exactly 250 applications for enlistment made in writing by men who visited the recruiting station. Mail inquiries regarding enlistment received during the ten days numbered 198.

Of those who applied in person, 158 were rejected on account of physical deficiencies. The remainder were turned over to the different regimental companies for final examinations. Out of the 102 who went to the companies, forty-two stood very high in the tests and were mustered in.

Each day, from six to twenty-seven inquiries were received by mail. These were "followed up" with booklets containing a story of the "Duquesne Greys" and a form on which questions were printed that the regiment wished answered. Of the 198 inquiries by mail, 151 requested more detailed information than that contained in the newspaper copy. Forty-seven letters were sent to commanders whose regiments had armories close to the homes of the writers.

LARGE VS. SMALL SPACE IN MAIL-ORDER ADVERTISING

HOW FULL-PAGE COPY BROUGHT BETTER RETURNS THAN SMALL ADS FOR WILBUR STOCK FOOD COMPANY—SECOND INSERTION NOT MADE UNTIL FIRST CEASED TO PULL—GREATER GENERAL PUBLICITY VALUE OF BIG COPY

By W. Lester Taylor,

Of the Cramer-Krasselt Company,
Milwaukee, Wis.

Setting aside all theory regarding the size an advertisement should be and dealing with the concrete facts as shown by actual tests, I am firmly convinced that in the majority of cases, mail-order advertising included, large space used less frequently will bring replies at a lower cost per inquiry than small space used regularly in the same mediums.

A notable example of this principle in the mail-order field is the advertising of the Wilbur Stock Food Company, which, for years, has conducted one of the most successful specialty mail-order businesses in the United States, selling their product direct to farmers through the agricultural and stockmen's papers.

In the early days of this business, small space and frequent insertions in many publications were used. Keeping a careful record of the cost per inquiry they began experimenting with full-page copy and less frequent insertions. A second insertion was not made until the preceding advertisement had ceased to pull inquiries. In this way there was no overlapping of one advertisement upon another—no waste.

Many farmers, and other classes as well, for one reason or another, do not always have time to digest a periodical immediately upon issue. Frequently the paper will be laid aside for a week or a month before it is read. Perhaps two or three issues will accumulate before a rainy day comes and the farmer can take the day off and read his papers leisurely. In



A Line of Silverware With Universal Distribution

1847 ROGERS BROS. silverware is sold by leading dealers everywhere. Established in 1847, there is today a steady and increasing demand for it. It is the standard silver plate, a tribute to merit and over 50 years of persistent advertising.

The success of this brand of silver plate is an argument for persistent advertising.

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

Meriden, Conn.

Two Copy Writers Wanted

with agency experience.

One must be a specialist on Foodstuffs and lines handled generally by retail stores, and the other on Agricultural Implements and mechanical subjects.

Both men must have successful records and be capable of meeting advertisers.

The salaries will be large enough to induce the right men from good positions, as only men now holding good positions need apply.

Give complete information regarding past connections and other details.

Correspondence treated in confidence.

BOX "C. I.," PRINTERS' INK

Established 1883

Atoz Printing Company
South Whitley, Indiana



Large Editions Exclusively
Facilities Unsurpassed for Printing
Booklets and General Advertising
Literature for National Distribution

The Little Schoolmaster's Classroom

A Pennsylvania advertising man some two years ago became interested in an article that seemed to have good possibilities. He and several of his friends put a little money together, improved the article and the advertising matter, registered an appropriate trade-mark, and then made various experiments in an effort to find the right plan of advertising and selling. They did not find the right plan, and were on the point of abandoning the enterprise.

In the meantime a Western concern had been advertising a somewhat similar article under a trade-name that was, with the exception of the final letter, the same name as that duly registered and protected by the Pennsylvania man; one name ended with *O*, the other with *A*, and the pronunciations were hardly distinguishable. As the Western concern was about to undertake larger operations, it occurred to the proprietors that perhaps it would be well to have their name registered. They searched the record, and lo, they had clearly infringed on some hitherto unknown—to them at least—trade-mark owner who had taken every precaution. A representative was sent East to "fix it up." The Pennsylvania man was good-humored and not a bit of a bluffer, and a bargain was quickly struck. But there is a big lesson in this and similar incidents. In such cases, even a concern that is not making a success can give the infringing concern a great deal of trouble. Davy Crockett's advice might be thus adapted to advertising practice: "Be sure your trade-mark is right; then go ahead."

* * *

It is astonishing, when one goes to register a trade-mark, to see how the names that one may select, even when they are coined words, either have been regis-

tered or are so much like names that have been registered that they would probably be regarded as infringements if a test were made.

* * *

Successful salesmen are mighty interesting people for advertising men to talk to. A salesman was talking the other day about what advertising can do when helped along by the right kind of merchandising methods and what it can't do when the merchandising isn't right. "Let me tell you," he said, "how the ——— Collar got it in the neck.

"We handled that collar and that company's line of shirts for a number of years, but the company was too independent. They wouldn't do anything to help us out on sizes that didn't sell or on stuff that needed laundering. They seemed to think they had the whole thing in their hands. A collar, selling for a more popular price, was hammering away in our territory and seemingly making inroads, but these people just smiled. They thought they were safely intrenched in their position. But they weren't.

"People kept coming in and asking, right at the door, if we kept the ——— Collar, the one that sold for a popular price and that was being pushed along in the modern way. When our doorman would say 'No,' they would turn right around and walk out. In desperation, we tried having the doorman appear in doubt and send the inquirer over to the collar department, in the hope that when we got him to the counter we could suit him with the higher-priced brand. But this plan fell through; many men were annoyed at our tactics and I began to suspect that some went out resolved that they wouldn't come in again.

"So we threw out the old line and put in the popular-priced collar, for which such a demand

had been gradually built up. To-day we never have a call for the old line unless from some traveling man that drops in. And the old line hasn't an agency in town. The firm that controls the old line has changed, a new and younger man is in control, a two-for-a-quarter collar has been put out, and we are besought to make another change, to come back to them. I can't see it. Let me tell you, though, what they will do for us. They will give a five-year agreement, sell to only three people in our city—a haberdasher, the leading dry-goods store and us—advertise in the newspapers and the cars, and take our present stock off our hands.

"But I asked their representative what our store will have to gain by making another change. All the call practically is for the other collar now. I say, let him bring back the old demand and then maybe we will talk business. His only argument is that everybody else is selling our present collar and that the change would give us something different; but I answered that by telling him that with everybody boosting the collar we carry, it makes more sales for all."

The salesman went on to say that up to this time the old collar company had not secured a single agency in the city referred to. It wanted only the best local representatives, and the past policy had been such that even the promise of a live local advertising campaign and other inducements could not bring the selected retailers over.

* * *

"Yes," said the Boston advertising man, "we use shall and will correctly in our home. My wife

says *You shall* and I say *I will*." Mrs. Josephine Turck Baker will please take notice.

102% Efficiency

The five active New York life insurance companies show an average record of Efficiency from organization to date of 64%, the highest one is below 70%. For 20 years we have represented the strongest Life Insurance Company in America, 102% Efficiency to date.

Can you afford anything less when this is obtainable?

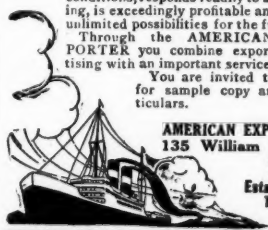
J. A. Steele, Winthrop Steele
170 Broadway, New York

Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



AMERICAN EXPORTER
135 William Street
N. Y.
Established
1877

Edw-Edz

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Celluloid

Offer Your Particular Trade Better Guide Cards—Fewer of Them
Celluloid Tipped Guides

will outwear six or more sets of ordinary unreinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO.
701 to 709 Arch Street, Philadelphia

"SUCCESS" A FAILURE

MAGAZINE GOES INTO HANDS OF RECEIVER AND WILL NOT RESUME PUBLICATION UNDER PRESENT COMPANY

Success, the magazine published by the National Post Company of New York, was petitioned into bankruptcy last week and is now in the hands of a receiver, A. B. Kerr, of the law firm of Zabriskie, Murray, Sage & Kerr, of 49 Wall street, who was appointed, December 30, by Judge Holt of the United States District Court. The December number of the magazine was published as usual.

The magazine will not resume publication under the present auspices but will be sold out to the highest bidder. It has a good will in the net paid circulation of 250,000, a considerable number of advertising contracts, and a printing plant at the Bush Terminal. No statement of assets and liabilities is given. According to J. L. Gilbert, the treasurer, the company could have continued if it could have secured \$150,000 more capital. If general business had improved this fall, he says, the magazine would have pulled through.

The largest creditors of the company do not appear in the petition. They are said to be paper manufacturers. The petitioning creditors are Selkirk Realty Company, \$9,125; Robert W. Bruere, \$300, and Howard Brubaker, \$1,020. The creditors state the assets as about \$10,000.

Success was founded fourteen years ago by Dr. Orison Swett Marden. It won a distinctive place in the publishing world but had never been in flourishing circumstances. Within the past two years there have been several changes in management. Until about a year ago the magazine was published by the Success Company, of which E. E. Higgins was president, Dr. Marden vice-president, Frank E. Morrison secretary and David G. Evans treasurer. Samuel Merwin was the editor.

In September, 1910, Mr. Evans and Mr. Merwin left the Success Company to start the *National Post*. Three months later, in December, they returned to the company with fresh backing. E. E. Garrison, formerly of the Simmons Hardware Company of St. Louis and the Colt Fire Arms Company of Hartford, an intimate friend of Gifford Pinchot, the former United States forester, was elected president and treasurer, Mr. Evans vice-president, Samuel Merwin, secretary, and Dr. Marden and H. A. Lewis were additional members of the board of directors.

Mr. Pinchot was reported to be taking a lively interest in the re-organized magazine but it was denied that he made any investment in it.

Less than two months later *Success* was taken over by the National Post Company, which had these officers: Mr. Garrison, president; Mr. Evans, vice-president; Mr. Gilbert, treasurer, and Mr. Merwin, secretary. Mr. Evans retired from the company several months ago but the other officers remain as before. Mr. Marden continued to contribute and Mr. Morrison was advertising manager.

The *National Post* was not a success and was discontinued after the issue of one or two copies. The failure of *Success* is not attributed to this venture.

AD-MEN RESPONSIBLE FOR INDUSTRIAL SAFETY," SAYS TREFZ

"To the advertising man falls the duty of keeping the great financial surplus of the country in circulation," said E. F. Trefz, of the Thomas Cusack Co., Chicago, addressing the Ad-Sell League, of South Bend, Ind., December 22, "and the entire commerce of the world in motion." The success of the modern business is due, not to the work of the manager or the proprietor, but to the individual work of the advertising man, and, as the volume of business done by the concern increases, the responsibilities of the ad-man become heavier, according to the speaker. Mr. Trefz, in conclusion, added that the advertising man of to-day must be an idealist and a dreamer, as well as a very practical person. For he must be able to see the future, and map out his work accordingly.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

CLASSIFIED ADS—Ask for lists or estimates. **KLINE AGENCY, Cleveland, Ohio.**

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get rate card. **440 S. Dearborn, Chicago.**

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. **29 Broadway, New York; Manhattan Building, Chicago.**

BUSINESS OPPORTUNITIES

BUSINESS LETTERS written for the perennially busy. **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.**

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HELP WANTED

WANTED—Classified manager on large metropolitan daily. State age, experience, and give references. Box 38, care of Printers' Ink.

WANTED—Competent copy man who is versed in the handling of mail order copy and can write and plan mail order campaigns and follow-up. Man with general advertising agency experience preferred. Address, giving full particulars, to Box "Z. A. R.," care of Printers' Ink.

A LARGE New England manufacturing concern wants an assistant in advertising department. Must be able to write correct English. Ability to prepare material for a monthly house organ is desirable. State fully age, education, experience and salary. Address "C. C.," care of Printers' Ink.

LEADING, old-established national trade paper wants circulation manager. Present incumbent has held position seven years. Possibilities unlimited both for business and revenue, but small man won't do. To the right man the Circulation Department will be turned over on very attractive terms. Box W. M., Printers' Ink.

Circulation Manager

Wanted by agricultural publication and daily newspaper of 40,000 circulation. Must be a young man; capable and intelligent manager. Give full particulars, references and salary expected. "SOUTHWEST," care of Printers' Ink.

WANTED—First class copy man for established advertising agency. A plain, forceful writer who knows how to present selling advantages in a convincing way, and understands the dressing up of magazine and newspaper copy with effective display. Only an experienced man wanted, one who has knowledge of trade literature and its uses, knows how to plan and lay out an advertising campaign and has capacity for work. State age, experience and salary expected. Box "W. T. L.," care of Printers' Ink.

WANTED—A man to write ads and letters that will sell five acre fruit and chicken farms. Must write good live copy, send full particulars with first letter giving references, also state date when you could commence work as I will not write but will telegraph for the man to come who sends the best references and the best copy of work done, also state salary, must be prepared to come on a monthly salary with the understanding that at any time not satisfactory to both parties the contract will terminate. Unless you want the position do not write. I want a man who means business and do not want to bother with wasters or unreliable men who are not as good as their word. "CANADA," care of Printers' Ink.

OUR BUSINESS

is that of supplying the demand for more complete and exact business information. Our force has **MORE THAN QUADRUPL** during the past year and we are steadily growing. A man with brains is wanted on our staff to do work of an editorial nature. He must be interested in business subjects and must be able to write **WELL**. He need not necessarily have had much business experience—a year or two would be ample. The graduate of a university, however, would win out as against the man without a university education—all other things being equal. A permanent connection with opportunity for development awaits you if you can measure up to the requirements mentioned, and if you are capable of sound thinking and hard work. Write a long letter, giving all the details an employer would want to know about you, to "ABILITY," Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

PHOTO-ADVERTISING

Have Your Goods Jacksonsized!

Mr. C. B. Jackson has taken exterior and interior views of the largest plants and stores in the country. He gets more in a picture than any man living. He will be in your town soon. Write for an appointment. **C. B. JACKSON PHOTO-ADVERTISING CO.**, 805 McCormick Building, Chicago.

POSITIONS WANTED

ADVERTISING SOLICITOR, 4 years' experience. Has outgrown present location and desires position where he will be able to develop and create a future. Best reference. "L. E. R.," care of Printers' Ink.

COMPETENT AND RELIABLE ADVERTISING MAN, 12 years' experience. As advertising manager of city dailies, desires change. First class advertising writer. Address at once, Box 33, care of Printers' Ink.

ADVERTISING man of extensive experience in retail, wholesale and mail-order, desires connection with good house. Work is characterized by originality, forcefulness and versatility. Sound judgment, steady habits, hard worker. Refer's. Salary, \$2,600. P.O. Box 88, Cincinnati.

Advertisements That Pull

ARE WHAT YOU WANT. Am American, 26, college graduate, writes that kind. Has agency and technical journal experience, and in advertising office of national advertiser. Open for immediate connection with newspaper, agency, or manufacturer in the East, preferably in medium sized city. "G. J. B.," care of Printers' Ink.

If You Can Use A Good Advertising Man

I would like to hear from you. Twelve years as advertising and sales manager, and five years advertising agency experience—directing sales and publicity interests some of best known concerns in U. S. Exceptional record as originator of high-grade complete merchandising campaigns—as "plan and copy" man—and in personally handling advertising "accounts" of widely diversified character. Thoroughly familiar with practical salesmanship; sales, office and factory management; advertising agency methods and operation; advertising media, rates and comparative values; publishing, printing, drawing and designing, engraving, etc. Can submit unquestionable endorsements and proofs of character and ability, as well as line of samples, personal work that for class, variety and volume would be hard to duplicate. Will close with responsible concern, on moderate basis, for trial period. Part time or special service contracts also considered. Address, "V. X. Z.," Chemical Building, Chicago.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 108-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and Linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 60 Murray St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 10 W. 24th St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1910, 23,615. Best advertising medium in Alabama.
Montgomery, Advertiser, net av. 9 mos. '11, Dy. 17,671; Sun. 22,262. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, Times. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,822.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

Meriden, Morning Record & Republican. Daily aver. 1909, 7,759. 1910, 7,875.

New Haven, Evening Register, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.

New London, Day, ev'g. Av. '10, 6,892. 1st 6 mos. '11, 7,096; double all other local papers combined.

New Haven, Union. Largest paid circ. Av. 1st 6 mos. '11, 18,043 daily. Paper non-returnable.

Norwalk, Evening Hour. Average circulation 3,627. Carries half page of wants.

Waterbury, Republican. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily aver., 1st 6 mos. 1911—28,326 (©©).

FLORIDA

Jacksonville, Metropolis, Dy. '10, 13,701; Dec., '10, 14,689. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago Examiner, average 1910, Sunday, 624,607; Daily, 210,667, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago Examiner, average 1910, Sunday, 624,607; Daily, 210,667, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

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The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

Champaign, News. Leading paper in field. Average year 1910, 5,124.
Joliet, Herald, evening and Sunday morning. Aver. year ending June 30, 1911, 8,220.
Peoria, Evening Star. Circulation for 1910, 21,143.

INDIANA

South Bend, Tribune. Sworn average Sept., 1911, 12,890. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, 9,404. "All paid in advance."

Des Moines, Register & Leader (av. '10), 35,663. **Evening Tribune**, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,032; Sun. 11,426.

Washington, Eve. Journal. Only daily in county. 1,913 subscribers. All good people.

Waterloo, Evening Courier, 53rd year; Av. dy. Jan. 1-July 1, '11, 7,998. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, Courier Journal. Average 1910, daily, 22,204. Sunday, 46,249.

Louisville, The Times, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, Kennebec Journal, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1910, daily 10,199.

Portland, Evening Express. Average for 1910, daily 16,936. Sunday Telegram, 11,365.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1910, 33,408. For Nov. 1911, 31,874.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.





Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, **183,730**—Dec. av., **188,543**. Sunday

1910, **331,878**—Dec. av., **330,717**. Advertising Totals: 1910, **7,922,108** lines Gain, 1910, **588,831** lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest Nov. of the *Boston Post*. Circulation averages: *Daily Post*, **377,411**, gain of **38,379** copies per day over Nov., 1910. *Sunday Post*, **321,007**, gain of **33,513** copies per Sunday over Nov., 1910.

Lawrence, Telegram, evening, 1910 av. **8,843**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, **16,596**; 1909, **16,539**; 1910, **16,562**. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, **13,763**.

Worcester, Gazette, evening. Av. Jan. to June, '11, **18,850**. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation **30,000**.

★ **Jackson, Patriot,** Aver. year, 1910, daily **10,730**; Sunday **11,619**. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, **23,118**.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, **103,350**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



★ **Minneapolis, Journal,** Daily and Sunday (☉). In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for November, 1911, evening only, **78,126**. Average Sunday circulation for Nov., 1911, **82,518**. Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



CIRCULATION



Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,360**. Average circulation of Sunday *Tribune* for same period, **81,923**.

by Printers' Ink Publishing Company

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, **128,109**

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly **140,221** for year ending Dec. 31, 1910

Lincoln, Freis Press, weekly. Average year ending Dec. 31, 1910, **141,048**.

NEW JERSEY

Camden, Post-Telegram. 10,335 average Dec. 1910 to Dec. 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, **20,270**; '08, **21,326**; 2c—'09, **19,062**; '10, **19,258**, 1st quarter, '11, **20,123**.

NEW YORK

Albany, Evening Journal. Daily average for 1910, **17,759**. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, **60,003**.

Buffalo, Courier, morn. Ave., '10 Sunday, **86,737**; daily, **46,284**; *Enquirer*, evening, **32,278**.

Buffalo, Evening News. Daily average for 1908, **94,033**; 1909, **94,307**; 1910, **94,232**.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, **6,104**.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A. July 1, 1910, to June 30, 1911, **103,333**. For June, 1911, **118,598**.

New York, The World. Actual av. 1910, Morning, **362,108**. Evening, **411,320**. Sunday, **467,664**.

Schenectady, Gazette, daily. A. N. Heely. Actual Average for 1910, **19,246**. Benjamin Kentnor, 225 North Ave., New York; Boyce Building, Chicago.

Troy, Record. Av. circulation 1910, (A. M.), **8,102**; P. M., **17,687**; **22,789**. Only paper in city which has permitted A. A. A. examination, and made public the report



Utica, *National Electrical Contractor*, mo. Average for 1910, 2,825.

NORTH CAROLINA

Charlotte, *News*, leading evening and Sunday paper in Carolinas.

OHIO

Cuyahoga, *Evening Telegraph*. Daily average for 1910 1,783. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 87,125; Sunday, 114,044. For Nov., 1911, 97,999 daily; Sunday, 127,309.

Youngstown, *Vindicator*. 'Day av., '10, 15,695; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Nov., 1911, daily, 40,355; Sunday, 46,152.

PENNSYLVANIA

Erie, *Times*, daily. 21,718 average, Nov., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Johnstown, *Tribune*. Average for Nov., 1911, 14,965. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia. The *Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1911, 89,144; the Sunday *Press*, 180,008.

Washington, *Reporter and Observer*, circulation average 1910, 12,396; May, '11, 12,691.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1910, 18,828. In its 37th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes. York, *Dispatch and Daily*. Average for 1910, 18,767.

RHODE ISLAND

Pawtucket *Evening Times*. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average for 1910, 23,788 (©). Sunday, 30,771 (©). *Evening Bulletin*, 48,523 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily av. Aug. to Aug., 7,703. mos. '11, 8,246.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1910, 5,635. Examined by A.A.A.

Montpelier, *Argus*, dy., av. 1910, 3,815. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. Oct., 1911, 5,144, Nov., '11, 5,325. Largest circ. Only eve. paper.

WASHINGTON

Seattle, *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 64,741 daily, 84,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910 12,328,918 lines, beating its nearest competitor by 2,701,384 lines.

Tacoma, *Ledger*. Average year 1910, daily, 18,967. Sunday, 27,348.

Tacoma, *News*. Average for year 1910, 19,212.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average Sept., 1911, 3,931. Established over 40 years ago.

Janeville, *Gazette*. Daily average, October, 1911, daily 6,663; semi-weekly, 1,642.

Madison, *State Journal*, daily. Actual average circulation for November, 1911, 9,646.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first six months of 1911, 44,000. Average daily gain over first six months of '10, 3,823. Average daily circulation for June, 1911, 45,438 copies. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos., 65,211. Daily circ. for month of Oct., '11, 67,303. Daily gain over Oct., 1910, 2,419. Goes to over 60% of Milwaukee homes. Over double paid city circ. of any other Milwaukee newspaper. *Journal* leads in both Classified and Display advertising. Rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdell, 356 Fifth Ave., N. Y. City. *Racine, Daily Journal*. Oct., 1911, circulation, 5,648. Statement filed with A. A. A.



Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily Nov., 1911, 57,084; weekly 1910, 26,446; Nov., 1911, 27,113.

Winnipeg, *Der Nordwesten*, Canada's National German weekly. Av. 1910, 18,484. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1910, 3,153.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for Nov., 1911, 105,673. Largest in Canada.

Montreal, *La Patrie*. Ave. Sept. & Oct., 48,475 daily; 56,777 Sat. Highest quality circulation,

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want-Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., 11, amounted to 203,681 lines. The number of individual advertisements published was 30,453. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by **Printers' Ink Pub. Co.**



THE Minneapolis Journal, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 18c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Daily average, 1st 6 mos. 1911, 58,326. (OO.)

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Inland Printer*, Chicago (OO). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (OO). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The *Evening Post*. —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York *Times* (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable circulation distinctions. Nov., 1911, sworn net average, Daily, 89,144; Sunday, 180,008.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (OO), only morning paper among 600,000 people.

TENNESSEE.

The *Memphis Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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A member of PRINTERS' INK'S staff dropped in to see Mr. Scarburgh the advertising manager of the New York Telephone Company, the other day. His eye was caught by a copy of PRINTERS' INK lying upon Mr. Scarburgh's desk. That PRINTERS' INK should be in front of the man who guides the destinies of a most interesting public service campaign was not in itself unusual; its editorial representatives who follow their cards into the offices of the big concerns have gotten used to finding their journal there ahead of them.

What interested the caller this time was a "sticker" which was neatly attached to the upper right hand corner of the issue of Dec. 14. It bore this legend, in black type: "Please read and forward promptly." Below were printed the names of ten men, most of them heads of departments of the New York Telephone Company, who would in their turn read the issue, make a check opposite their name, and pass it on to the next in order. There was also a single printed line, "Special attention to pages — —," after which the advertising manager had checked several articles he deemed particularly apropos in their suggestion to the needs of his staff.

Mr. Scarburgh uses **PRINTERS' INK** as a part of his office equipment. It is looked to each week as a source whence helpful ideas may be secured to aid in solving the company's particular promotion problems.

And the campaign of the New York Telephone Co., covering New York state and New Jersey, has been one of the most conspicuous successes in the field of public service advertising.

The advantage of employing a Canadian advertising agent must soon become evident to any advertiser who is serious in his desire to make the most of his sales opportunities in this great and growing country.

"If there was only an agency in Canada as good as we have in the States" is perhaps the thought that postpones action.

Why not enquire about the Gibbons organization—from someone who **KNOWS**.

We believe we have an organization which is the equal in ability and efficiency of ANY agency in the United States.

So do your clients, among whom are many of the world's most successful advertisers.

Certainly we **DO KNOW CANADA**. Write us.

This first week of the New Year is a good time to write.

J.J.GIBBONS Limited
CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A.B.C., 5th Edition

Some J. J. Gibbons Advertising:—

Sunlight Soap
Fry's Cocoa
Underwood Typewriters
Victor Gram-o-phone
Packard Motor Cars
Force
National Cash Registers
Regal Shoes
Thermos Bottle
Sun Fire Insurance
B. D. V. Tobaccos
Everitt "30"
Catesby Clothing
Coate's Plymouth Gin
"Black and White" Whiskey
Vapo-Cresolene
Canada Life Assurance
Regal Lager
"Crown" Corn Syrup
Convido Port
National Apples
Hine's Brandy
Imperial Wire & Cable Co.
Acme Fences
City Dairy
Boxer Wallpapers
Vicker's London Dry Gin
"Magi" Mineral Water
Rogers' Coal
Shiloh's Cure
Muskoka Lakes
Dodge Pulleys
Vinolia
"Ideal" Metal Beds
Polo Polishes
Remy Martin's Brandy
Premier Separators
Dominion Organs and Pianos
Moco Fabrics
Peerless Incubators
Empire Fences
Floorglaze
Wakefield Hats
Queen Quality Silk
Fedar People Limited
Edwardsburg Starch
Crompton Cornets
Page Wire Fences
Manson Campbell Co.
Canadian General Electric Co.
Tudhope's of Orillia
Belanger's Plows
Semi-Ready Clothing
Adanac Water
Capitol Farm Implements
Rogers Cement
Waverley Pens
Drummond Dairy Supplies
Business Systems
Lifebuoy Soap
Aromac Office Specialties
Canada Poultry Yards
Beukew Scale
St. Charles Cream
Bald's Neckwear
Father Morrissey
Comfort Lye
"Perfection" Scotch
Gunn's Eggs
London Feathers
M. L. Paine
"Healata" Soap
Maxim Silks and Satins
Paychine
Ontario Wind Mills
Paterson's Cough Drops
Keegan's Irish
Sovereign Houses
White Horse Whiskey
Hillcrest Collieries
"H. B. K." Gloves, etc.
No. Electric Rural Telephone
Consolidated Optical Co.
Barber-Elis Limited
A. E. Ames & Co.
Vesal Olive Oil
Cookshut Flow Co.